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CONTINENTAL COMPANIES

General Offices: Chicago, Illinois

Continental Casualty Company

Financial Statement—December 31, 1937

ASSETS

Cash	\$ 3,647,352.65
United States Government Obligations	12,174,385.75*
Other Public Bonds	1,413,503.72*
Railroad, Public Utility and Miscellaneous Bonds	3,384,655.53*
Preferred and Guaranteed Stocks	1,510,346.00*
Other Stocks	2,734,152.00*
Mortgage Loans	398,304.39
Real Estate	1,366,130.16
Premiums in Course of Collection (Not over 90 days past due)	3,514,654.23
Accrued Interest and Rents	135,401.18
Other Assets	295,015.66
ADMITTED ASSETS	\$30,573,901.27

LIABILITIES

Unearned Premium Reserve	\$ 8,418,754.15
Pending Claim Reserve	12,238,797.35
Miscellaneous Liabilities	1,752,383.02
General Contingency Reserve	1,400,000.00
Capital	\$1,750,000.00
Surplus	5,013,966.75
Capital and Surplus	6,763,966.75
TOTAL	\$30,573,901.27

Net Premiums Written,
1937..... \$20,689,656.97

Increase..... \$1,796,395.62

*Eligible bonds amortized. All other bonds and all stocks at Market Quotations as of December 31, 1937.

DIRECTORS

H. A. BEHRENS, Chairman of the Board, Continental Casualty Co.; President, Continental Assurance Company

W. MCGOWAN BLAIR
Blair, Bonner & Company
WILLARD N. BOYDEN
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Forty-second Year—No. 4

CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, FRIDAY, JANUARY 28, 1938

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Metropolitan Will Not Oppose N. Y. Savings Bank Bill

Pending Legislation Above
Past Criticism, Says Presi-
dent Lincoln

NEW YORK—The Metropolitan Life will not present opposing arguments to adoption of bills now pending in the New York legislature which would enable savings banks of the state to issue life insurance, according to President Leroy A. Lincoln. This view was expressed in a reply to Henry Brue, president of the Bowery Savings Bank. Pointing out that the Metropolitan has criticised past legislative proposals for savings bank insurance on the grounds that the same legal requirements, taxation, and methods of supervision as apply to the life insurance companies were not imposed on banks, Mr. Lincoln said in the letter:

"In connection with your inquiry, I should like you to know that when bills of this nature have been introduced in the New York legislature in prior years, the position of this company has been uniform and consistent in maintaining only that any legislation should impose the same legal requirements, the same taxation, and require the business to be subject to the same supervision as applies to life insurance companies. This has not been true in Massachusetts, which is the birthplace of the general idea."

Same Comparative Status

"The legislation pending in the state of New York and above referred to, does now, for the first time, meet the criticisms which have existed against proposals of other years and, so far as the Metropolitan Life is concerned, there is no more reason why we should take exception to the presence of this proposed institution in the life insurance field than would be the case if it were any other legitimate competitor, always assuming that the same comparative status continues to exist."

"As matter of fact, assuming one or more savings banks may desire to enter this field, and assuming the observance of all provisions which contemplate their functioning in the same manner as life insurance companies, without the use of devious soliciting methods as in Massachusetts, and strictly within the spirit as well as the letter of the legislation in question, then this experiment may very well prove to be a demonstration as to the relative efficacy of the long tried agency system in United States life insurance, as compared with the 100 percent non-agency principle envisioned by this legislation."

"Of course, you will understand that we are not expressing any opinion as to the detail of the proposed legislation, nor any views as to the desirability of undertaking such a practice on the part of the savings banks themselves."

F. B. Cross, Jr., President
of Columbia Life of Ohio

Third Generation of His Family
Thus Heads the Company—W.
H. West Is Now Vice-president

CINCINNATI—At the annual meeting of Columbia Life, Frank B. Cross, Jr., executive vice-president, was elected president, succeeding his uncle, the late Sumner M. Cross. He represents the third generation to head the company, his grandfather, the late Dr. Felix G. Cross, founding the Columbia Life in 1903.

Mr. Cross has been with the company 20 years and has had a wide experience in both the field and home office. For many years he was a leading personal producer and served also as home office general agent. He was elected vice-president in 1935 and was promoted to executive vice-president about a year ago. A native Cincinnatian, he attended Franklin School, University of Cincinnati, and Cornell. He is the son of Dr. Frank B. Cross, medical director.

West Made Vice-president

W. H. West, superintendent of agencies since 1935, was given the additional title of vice-president. Miss C. M. Fredricks, secretary, was also elected treasurer.

Gains were reported in all departments for 1937. Assets were \$4,858,898, up \$575,087 Dec. 31 over the previous year; policyholders' surplus was \$320,174, increase \$12,073; business paid for \$2,576,092, up \$300,073; business in force \$26,329,697, increase \$736,914. Payments to policyholders in 1937 totaled \$473,479 and such payments since organization were \$8,386,852. Mr. Cross stated that January business to date was 22 percent ahead of business for the entire month last year.

Third Cross Is Assuming Charge of Company



F. B. CROSS, JR.

E. H. Mulock Is New
Central Life of Iowa Head

Prominent Des Moines Insur-
ance Agent Elected to Fill Year-
Old Vacancy

DES MOINES—E. H. Mulock, prominent insurance man of this city, was elected president of the Central Life of Iowa at the annual meeting of the



E. H. MULOCK

board. Fred P. Carr, formerly vice-president and general counsel, was named chairman of the board and general counsel.

Mr. Mulock, who has been a director of the company for the last 10 years, takes the place left vacant by the death of George N. Ayres just a year ago. Mr. Carr has been an officer and director since 1919.

Mr. Mulock has had 32 years of insurance experience. He joined the former insurance firm of Wilcox, Howell & Hopkins here in 1916. In 1932 the firm name was changed to Hopkins & Mulock, and he became president and treasurer. He will now give his full time to the Central Life.

Carr's Earlier Experience

Mr. Carr received his law education at Drake University and the University of Iowa. He first was connected with the law firm of Carr, Hewitt, Parker & Wright, of which his father, the late Judge George H. Carr, was senior member.

Later Mr. Carr became Iowa attorney for the Chicago, Great Western Railroad, and counsel here for a number of eastern insurance companies. It was while he was a member of the firm of Carr, Carr & Cox that he first became connected with the Central Life as director and general counsel.

Mr. Mulock was born at Solon, Ia., and educated at the University of Iowa. He served as chairman of the Iowa emergency relief council and as Civil Works Administrator for Iowa. His handling of relief problems and civil works projects was so noteworthy that

(CONTINUED ON PAGE 30)

Announce Program of A. L. C. Financial Men's Meeting

Tentative Arrangements
Made by Chairman Alex
Cunningham

Tentative program for the mid-year meeting of the Financial Section of the American Life Convention, to be held in the Palmer House, Chicago, Feb. 22, was announced this week. Several speakers well qualified to discuss various types of investments and trends have accepted invitations sent by Alex Cunningham, chairman of the section and vice-president and treasurer Montana Life.

David Gordon, investment secretary Monarch Life, will discuss "Meeting Today's Conditions in Bond Investments." He is an authority on bonds, a subject of importance to financial officers of life companies.

Study Investment Costs

Grant Torrance, assistant treasurer Business Men's Assurance, will discuss investment costs. This subject has appeared heretofore on programs of the section. Mr. Torrance has made an extensive study, preparing definite figures, and devising a formula for arriving at these costs.

Paul E. Fisher, treasurer Indianapolis Life, is to discuss the bond indenture problem. He has been active in work of the Indiana Association of Legal Reserve Life Insurance Companies, in cooperation with the Savings Banks Association and a committee of the American Bankers Association, in an effort to improve the mortgage indenture which stands behind various corporate bond issues.

Accounting Method

M. H. LeVita, statistician Fidelity Mutual Life, will take up handling the accounting and statistical work of a life company investment department with tabulating machine equipment, discussing both the bond and real estate mortgage departments. He originated the system, which is being used successfully by his company. His talk will be illustrated with screen slides of cards which he uses and types of reports that can be prepared from these cards.

Canadian to Speak

G. Robley Mackay, assistant treasurer, Sun Life of Canada, will speak on "Some Reflections on Investment Policy for 1938." He has just returned from a trip of several months in Europe, and will comment on his trip, possibly making comparison between investment policies of American and foreign companies, elements of risk, economic trends, increasing importance of diversity and realistic appraisal of the whole investment portfolio.

As usual, the section's Chicago meet-

(CONTINUED ON PAGE 30)

Life Sales Show Gains in Reports for Last Year

Life Presidents' Survey Shows Total Volume Ahead 3.9 Percent Last Year

NEW YORK—Americans acquired 2.9 percent more new life insurance in 1937 than in 1936, according to the Life Presidents' Association. Total new paid business was \$8,991,807,000 in 1937 against \$8,651,636,000 in 1936, an increase of 3.9 percent. Ordinary totaled \$5,590,982,000 compared to \$5,371,239,000, an increase of 4.1 percent. Industrial was \$2,640,144,000 in comparison with \$2,695,602,000, a decrease of 2.1 percent. Group amounted to \$760,681,000 against \$584,795,000, an increase of 30.1 percent.

In December, new life insurance declined 5.1 percent with a total of \$763,692,000 as contrasted with \$805,077,000 for December, 1936. Ordinary was

(CONTINUED ON PAGE 30)

Research Bureau Reports Ordinary Ahead 3 Percent for 1937, December Off

HARTFORD—Despite a falling off in new ordinary life sales in December, total sales for the year were 3 percent ahead and the total amount of ordinary life insurance in force increased by approximately 3 percent, according to the Sales Research Bureau. Total ordinary sales in 1937 were \$7,238,894,000. December sales were down.

Preliminary estimates indicate the total insurance in force passed the \$110,000,000,000 peak in 1937, establishing a new peak.

In each of the nine geographical districts into which the country is divided sales during the year just ended were better than the previous year. In analyzing December sales the bureau finds that the decline for the country

as a whole was due more to a falling off of sales in the east and south than in other sections.

Comparative sales by districts for December and for the whole year follow:

Sections	Dec., 1937	1937 Comp. to Dec., 1936	1937 Comp. Percent
New England	86	103	
Middle Atlantic	89	101	
East North Central	93	106	
West North Central	103	104	
South Atlantic	96	104	
East South Central	92	105	
West South Central	103	103	
Mountain	105	103	
Pacific	105	103	
Total	94	103	

Cities	Percent	Percent
Boston	82	100
Chicago	88	105
Cleveland	92	106
Detroit	90	104
Los Angeles	92	104
New York	86	101
Philadelphia	76	100
St. Louis	81	104

The larger companies with over \$400,000,000 insurance in force showed a 7 percent decline in December and a 3 percent increase for the year, 28 percent of these companies showing a December gain, 79 percent for the year. In the \$150,000,000 to \$400,000,000 group December sales were up 8 percent, 50 percent of the companies showing gains

New England Mutual Is to Build New Home in 1939

BOSTON—The New England Mutual Life in 1939 will begin construction of its new \$2,500,000 home office building on the block bounded by Boylston, Clarendon and Newbury streets in the Back Bay. The architects will be the Boston firm of Cram & Ferguson, designers of the Provident Mutual and National Life home office buildings, according to announcement recently made by President G. W. Smith. Perry, Shaw & Hepburn, architects of the Rockefeller Restoration at Williamsburg, Va., will be associated architects.

The new building will occupy the former site of the Massachusetts Institute of Technology near Copley Square and close to the Boston Public Library, John Hancock Mutual Life and new Liberty Mutual home office buildings.

while the 1937 sales were ahead 5 percent with 67 percent of the companies ahead of last year. In the under \$150,000,000 in force class December sales were off 10 percent, the year's total ahead 1 percent. In December 29 percent of the companies showed a gain while 38 percent were ahead for the year.

NEW PAID ORDINARY SALES IN 1937 BY STATES

Figures prepared by Sales Research Bureau

Sections	Figures in Thousands of Dollars												Year 1937
	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	
UNITED STATES TOTAL	\$547,883	\$577,090	\$722,631	\$692,062	\$630,690	\$64,995	\$588,523	\$546,067	\$500,434	\$579,704	\$573,345	\$634,470	\$7,238,894
Sections													
New England	46,525	48,162	56,540	51,148	46,943	47,797	41,360	36,885	33,838	40,804	39,696	40,193	529,891
Middle Atlantic	166,427	176,959	211,486	204,392	177,762	181,383	163,002	143,172	127,227	163,513	158,681	163,544	2,037,548
East North Central	124,935	133,058	166,677	155,483	143,649	147,103	132,356	126,070	113,492	138,390	132,305	143,112	1,650,630
West North Central	50,432	51,573	66,432	64,861	60,995	63,508	59,885	55,800	51,870	58,469	58,415	68,782	711,022
South Atlantic	48,750	53,975	63,220	64,505	59,928	59,658	55,262	52,655	48,620	52,112	51,872	60,806	671,263
East South Central	19,818	19,262	27,966	26,989	25,532	26,222	24,254	23,615	22,845	22,919	22,282	25,568	287,572
West South Central	38,287	39,373	53,257	49,886	49,016	50,090	45,260	41,228	41,616	44,235	44,074	55,896	552,218
Mountain	13,757	13,801	18,767	18,879	17,192	17,149	16,932	16,965	14,416	16,305	16,705	19,995	200,863
Pacific	38,952	40,927	58,286	55,919	49,773	53,085	50,212	49,677	46,510	48,957	49,515	56,274	597,887
States													
Alabama	4,418	4,740	6,081	6,236	5,970	6,834	5,766	4,888	5,315	4,688	4,916	6,129	65,981
Arizona	1,367	1,268	1,868	1,917	1,676	1,614	1,607	1,580	1,511	1,558	1,468	1,803	19,037
Arkansas	3,918	3,206	4,124	4,267	4,175	4,361	3,861	3,701	3,430	3,567	4,321	4,306	4,306
California	28,196	30,202	42,221	41,222	36,132	38,118	37,179	36,450	33,393	36,168	36,426	42,220	437,927
Colorado	4,914	5,119	6,728	6,953	6,139	6,272	5,825	5,359	5,006	5,924	5,987	7,173	71,389
Connecticut	10,229	11,834	14,397	12,534	10,755	11,013	9,622	8,832	8,715	9,610	9,219	8,725	125,481
Delaware	1,443	1,531	1,594	2,035	1,548	1,824	1,585	1,262	1,447	1,660	1,630	19,502	
District of Col.	4,733	6,829	8,366	7,571	6,086	6,503	6,788	5,428	4,901	4,783	5,816	6,592	74,396
Florida	5,566	6,694	7,368	7,597	6,866	7,561	6,311	5,770	5,427	5,710	5,867	7,333	78,070
Georgia	6,456	7,484	9,329	8,784	7,886	8,806	8,490	7,817	7,148	7,668	6,785	8,321	95,174
Idaho	1,396	1,551	1,936	1,803	1,958	1,916	2,169	1,600	1,713	1,955	2,373	22,043	
Illinois	45,583	49,220	59,537	54,282	48,865	49,945	46,774	43,735	38,721	45,142	47,217	51,389	580,350
Indiana	12,232	12,948	16,769	15,900	15,351	15,558	14,019	13,216	11,981	13,387	13,569	15,209	170,139
Iowa	8,941	9,448	12,261	11,609	10,877	11,523	11,558	11,111	10,589	11,541	10,876	14,281	134,883
Kansas	6,644	6,165	8,538	7,674	7,724	7,928	7,988	8,300	7,168	7,327	8,098	8,821	93,435
Kentucky	4,918	4,078	7,401	7,339	6,934	7,159	7,139	6,827	6,642	7,451	6,393	7,109	79,355
Louisiana	5,189	4,539	7,055	6,130	5,901	5,831	5,339	5,271	5,308	4,948	6,063	66,510	
Maine	3,440	2,961	3,467	3,192	3,400	3,344	2,819	2,705	2,538	2,845	2,728	2,495	35,914
Maryland	7,413	7,579	9,388	10,392	9,311	8,883	8,042	7,751	6,921	8,179	7,823	9,671	101,353
Massachusetts	25,561	25,848	29,367	27,223	24,577	25,263	21,851	19,074	16,520	20,985	20,988	21,123	278,380
Michigan	23,385	25,316	30,250	28,037	27,293	27,774	24,068	23,765	21,348	25,528	25,393	26,052	308,240
Minnesota	10,279	11,243	13,690	13,647	13,694	12,063	11,567	11,347	11,174	14,076	12,807	14,330	150,117
Mississippi	3,250	3,101	3,918	4,082	4,081	3,746	3,332	3,250	3,310	3,246	3,669	4,106	43,231
Missouri	16,802	17,125	22,390	21,654	19,498	22,716	19,842	16,428	14,890	16,986	17,918	19,565	225,814
Montana	1,540	1,687	2,388	2,090	2,020	2,020	2,141	2,012	1,770	2,020	1,861	2,062	23,299
Nebraska	5,913	5,648	6,370	6,440	6,399	5,779	5,740	5,151	5,240	5,194	5,464	7,181	71,381
Nevada	634	397	485	435	532	518	413	453	347	502	558	789	6,063
New Hampshire	1,971	1,871	2,784	2,010	2,106	2,164	1,845	1,812	1,626	2,248	1,872	2,216	24,525
New Jersey	22,223	26,501	30,036	30,021	29,612	26,428	24,740	21,619	19,574	24,007	23,680	23,829	298,270
New Mexico	918	1,108	1,470	1,305	1,068	1,051	1,022	1,289	1,045	1,221	1,264	1,123	
New York	91,741	99,130	120,418	113,016	98,882	99,182	88,702	76,197	67,749	88,987	88,787	92,945	1,126,736
North Carolina	8,264	7,657	9,039	9,459	8,299	8,096	7,772	8,259	7,943	8,041	8,207	9,455	100,491
North Dakota	890	800	1,193	1,296	1,437	1,351	1,551	1,546	1,497	1,687	1,767	2,283	17,298
Ohio	33,582	33,735	45,196	42,477	36,657	39,161	35,487	33,278	30,574	35,017	35,611	36,957	437,692
Oklahoma	7,378	8,517	9,842	9,442	9,208	8,337	9,131	7,411	7,160	8,089	8,691	10,403	103,629
Oregon	4,211	4,296	7,077	5,771	5,344	5,955	5,307	4					

TVA Decision Sets Back Flood Control for Hartford Area

Strengthens Federal Government's Refusal to Cooperate Unless States Yield

HARTFORD—Upholding of the Tennessee Valley Authority's competition with private power companies is a setback to hopes for a New England flood control which would prevent recurrence of disastrous floods like that of 1936. The latter inundated important sections of Hartford's business area and crippled light, power, and transportation facilities. Interest in flood control is heightened by the fact that the anniversary of the 1936 flood is only a little more than a month away.

The hitch in the proposed control of floods by state and federal government through the building of reservoirs in Massachusetts, Vermont and New Hampshire is that the federal government refuses to participate unless the states give up all rights to electricity generated by resulting water power. If the states were willing to give up control over the electric power, the federal government would put up half the expense of controlling the floods. From a practical standpoint the amount of power would not be very great but the states are reluctant to permit what they consider an invasion of their rights by Washington.

Unfair Comparison

It is contended that the government can undersell local power companies, putting the latter in a bad light among the public, who fail to understand that the federal power authorities can charge a large part of its expenses to flood control. Hence, upholding of the legality of the T.V.A. strengthens the federal government's position and makes it even less likely that it will recede from its position on flood control in New England.

The flood control situation in the city of Hartford is made more difficult because the Park River, a small stream flowing through the downtown district and emptying into the Connecticut River, becomes a serious factor in the event of flood. Building dikes along the Connecticut River would not help much unless the Park River were also taken care of, as in the 1936 flood a large part of the trouble was caused by water from the Connecticut River backing up into the Park River and flooding the section northeast of the capitol, including the first floors of the Bond hotel and the Connecticut General home office lobby. The flow down the Park River is much less important than the water backing up from the main river.

Might Build Dikes

One suggestion for taking care of this is to build dikes along the banks of the Park River down to a point near the Connecticut General home office and then diverting it by means of a subterranean tunnel piercing the capitol hill and emptying above the Connecticut River high water mark. This might involve use of large-volume low-lift pumps similar to those used in draining the city of New Orleans, much of which lies below the normal river level. This plan would involve blocking off the present channel of the Park River during high water.

While no one looks for a recurrence of the 1936 level this year, there is no telling just when a combination of circumstances will produce another bad flood.

Annual Statement Figures Are Studied with Interest

The annual statement of the Minnesota Mutual Life shows assets \$40,926,189, of which 3.5 percent is cash, 3.4 federal bonds, 21.5 other government bonds, 10.5 railroad, 19.1 public utility, 4.1 stocks, 6.7 city mortgages, 1.7 farm mortgages, 15.7 policy loans, 6.1 real estate including home office building. It puts up a contingency fund of \$350,000. It sets aside for policyholders' dividends \$1,678,962. Its net surplus is \$2,251,567. It is well ballasted.

MASSACHUSETTS MUTUAL LIFE

The Massachusetts Mutual in its new annual statement reports assets \$609,688,369, increase \$37,575,412. Total contingency funds are \$26,665,203, an increase of more than \$1,000,000. Unassigned surplus was increased by \$615,349.

Insurance in force is \$1,911,059,101, increase \$36,998,391. Terminations were the lowest in 1937 that they have been in 10 years.

Life insurance deliveries amounted to \$142,332,907. The net interest rate for the year was 3.86 percent. During the year \$10,690,387 of new and renewed mortgage loans were handled at an average gross interest rate of 4.53. On \$10,685,321 invested during the year in government bonds an average yield of 1.38 is provided while on \$52,725,391 invested in other securities the yield is 3.69.

No change in the present dividend scale is anticipated for the dividend year commencing June 1.

Death claims paid amounted to \$18,260,460 and dividends paid amounted to \$9,616,938. Payments to policyholders and beneficiaries totaled \$46,056,915.

The policy loan total decreased about \$2,100,000.

PHOENIX MUTUAL LIFE

The Phoenix Mutual Life new statement shows assets \$222,942,567, of which \$40,189,913 are mortgages, \$110,862,384 bonds, federal government bonds being \$47,487,181, other government bonds \$8,004,489, railroad \$18,564,896, public utility \$34,442,983; guaranteed and preferred stocks \$2,158,457, common stocks \$2,316,874, policy loans \$29,217,029, real estate including home office building \$26,017,560, cash \$5,541,516, dividends payable this year \$2,222,918, surplus \$6,325,833, income \$45,427,060, insurance in force \$644,629,429. It gained \$34,130,135 in insurance in force; \$10,566,925 in new insurance, \$13,060,015 in assets, \$1,691,809 in income. Its gain of insurance in force compared with \$20,635,000 in 1936 and \$6,253,000 in 1935. It gained 20 percent in new business. The terminations by lapse and surrender were 4.2 percent of the total insurance in force, surpassing the low ratio of 4.7 percent in 1936. New premiums amounted to \$2,664,000, gain 4 percent. Last year it sold \$1,571,000 of farm and \$1,508,000 of city properties.

CONNECTICUT MUTUAL

Substantial gains for the Connecticut Mutual during 1937 are reported. Insurance in force has now reached the highest point in its history, standing at \$979,141,068, increase \$39,178,859 over 1936. The year 1934 showed a loss of \$11,248,143. In 1935 there was a gain of \$21,525,798. The gain for 1936 was \$25,805,473. While the new paid-for

(CONTINUED ON PAGE 18)

Tri-Cities Sales Congress Draws Fine Attendance

Ninth Annual Event for Texas Cities Has Its Greatest Success

HOUSTON—The ninth Texas tri-city sales congress made a most favorable start Tuesday when the Houston attendance reached a total of 272, a new high record for paid attendance. All of the speakers were on hand to present the program as scheduled. Charles F. Hanson, president of the Houston association, presided while O. Sam Cummings national president, was introduced by the president, O. D. Douglas, of the Texas association. The same procedure was followed at San Antonio except that D. J. Farrell, president of the San Antonio body, presided there. A total of 450 attended the three meetings.

Leaders Round Table

Despite higher qualification rules, a minimum of \$4,000 first year premiums to their own company, a record number of Houston agents earned membership in the Houston leaders round table. Certificates were presented Tuesday night at the banquet to 59 underwriters. Edwin A. Gross, C. L. U., vice-president of the association, was in charge of the program. Mr. Hanson was toastmaster and the awards were made by Sam R. Hay, Jr., C. L. U., president of the Houston general agents' and managers association. Carey Selph made the response while brief inspirational addresses were made by Mr. Gantz and Mr. Taggart of the sales congress group.

Cummings Gave Keynote

Mr. Cummings, in giving the keynote of the congress, told the underwriters their job this year is to continue the education of the public through the continued program of the National association and through cooperative relations with other organizations, their companies and each other to raise further the prestige of their business.

Paul Conway said the superman has not been found and the world's work has been and will be done by the average man and woman. The difference between intense industry and average industry is so small that the effort is hardly noticeable but the results are amazing. "Life is not complicated. Selling is so simple we must merely give those things attention that need it. Our process of selling in 1938 is education, then motivation."

Frequent Closing Best Spur

Burt Nelson, Milwaukee, stirringly revealed prospecting as the simple process of ceasing sales efforts among people who are unwilling to listen and unable to buy and seeking out those in the reverse situation. From his 18 years' experience as a personal producer he told his hearers he had known none to fail who loved their job. He encouraged frequent closing of small cases as the greatest aid to renewing enthusiasm, regardless of the normal production capacity.

Grant Taggart, Cowley, Wyo., inspired all with his likening underwriters as friends who really go back to the home after the funeral, month after month, with tokens of sympathy really sincere. He stated that half the salesman's troubles may be charged to mental attitude and proved there is no substitute for well directed work.

Joseph Gantz, Cincinnati, reviewed (CONTINUED ON PAGE 20)

AGENCY BULLETINS PAY

Anything that's worth doing at all is worth doing well, says the old admonition. And it is true of bulletins issued by an Agency.

Varied contents, of course:—Contest progress figures, production leaders, stimulating epigrams or paragraphs, a quotation from the Company's Agency magazine, sales ideas from the insurance journals, personal items, comment on something that is interesting or affecting the entire life insurance field; and other news items and stimulating suggestions.

Printing should be clean and clear, cartoons and other pictures well done. A photographic cut should match the bulletin's kind of paper, else a smear of ink instead of a good likeness will result. Never a line should be given to the cheap or vulgar. And the better the editor, the better the bulletin, naturally.

A first-class Agency bulletin pays—its doing well is worthwhile.

THE PENN MUTUAL LIFE INSURANCE CO.

WM. H. KINGSLEY, President

Independence Square

PHILADELPHIA

Practices Governing Premium Paid in Advance

In response to numerous requests, THE NATIONAL UNDERWRITER has compiled a list of company practices in regard to discounts allowed on premiums paid in advance. Since the practical discontinuance of the retirement annuity contract on the single premium basis, the trend has been toward payment of premiums in advance on all types of insurance contracts in an effort to place money in safe keeping and on a non-taxable basis.

The advance premium plan has been preferred to the straight single premium life or endowment policy because of the greater return in event of early death where any unused portion of the accumulation or advance payments is added to the face of the policy. Until recently such funds have been treated like any other amounts left with the company at interest, that is, increased by excess interest earnings and withdrawable upon demand of the policy-

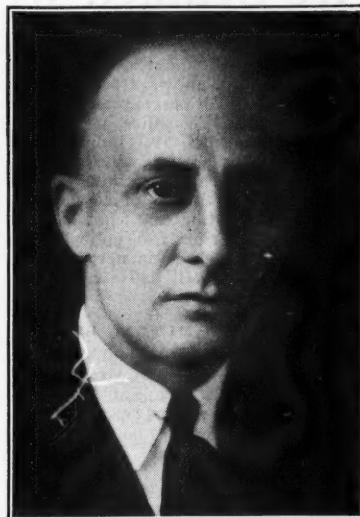
holder. Recently there has been a movement toward the correction of this condition and several companies make what might be called a surrender charge, some going so far as to impose such a charge on the unused balance at the time of death.

Some few companies prefer to use the premium deposit fund idea wherein the whole premium is deposited without discount and a guaranteed rate of interest plus excess interest earnings is added year by year. In such cases, it is not necessary to start the premium deposit fund with any large amount (usual minimum \$5) but additional payments may be made to the company at any time or on any anniversary.

The accompanying table does not attempt to cover all of the individual differences of company practice but presents only the main features of advance premium discounts:

Company	Rate of Discount Percent	Years' Premiums	Limits
Aetna Life	2 1/2	5
Alliance, Ill.	3	2
American Life, Ala.	3	2
American National	3 1/2	2	\$ 25,000
Amicable	3 1/2	20
Atlantic, Va.	3 1/2	2
Bankers, Ia.	2 1/2	10
Bankers National	3 1/2	10
Berkshire	3	10	10,000
Business Men's Assur	3 1/2	2
Canada Life	2 1/2	20	5,000
Central Life, Ia.	3	20	5,000
Columbian National	2	2	10,000
Confederation, Canada	3	2
Connecticut General	2 1/2	20	25,000
Connecticut Mutual	3	5	25,000
Continental American	3 1/2	20
Crown Life, Can.	3 1/2	2
Dominion, Can.	3	2
Empire Life & Acci.	3 1/2	2
Equitable Life, N. Y.	2	6
Equitable Life, Can.	4 1/2	30
Equitable Life, D. C.	3 1/2	20
Excelsior, Canada	3	10	10,000
Federal Life, Ill.	2	2
Fidelity Mutual	2 1/2	2	\$15,000
Franklin	3	5	5,000
General American	3 1/2	10
Girard Life	3	10
Great-West, Canada	3	20	\$10,000
Guardian, N. Y.	3	5
Hercules	3 1/2	2
Home Life, Pa.	3	2
Home Life, N. Y.	3	10	\$25,000
Jefferson Standard	4	2
John Hancock	3	20
Lamar Life	3	5
Life & Casualty	3 1/2	2
Lincoln National	3	2	25,000
Mfrs., Canada	3	2
Massachusetts Mutual	3	10	25,000
Massachusetts Prot.	3 1/2	2
Metropolitan	11/2	3
Michigan	3	2
Midland Life, Mo.	3	2
Midwest Life, Neb.	3 1/2	2
Monarch Life, Can.	3 1/2	20
Monumental, Md.	3 1/2	20
Mutual Life, Can.	12/3	4	25,000
National Guardian	3 1/2	4
National Life, Vt.	3	5	\$125,000
National Old Line, Ark.	3	5
New England Mutual	2	10	10,000
New York Life	2	5
North American, Canada	3	2
North American, Ill.	3	20
Northern, Canada	3 1/2	15
Northwestern Mutual	2 1/2	5
Northwestern National	3 1/2	10
Ohio National	3 1/2	10
Oregon Mutual	17 1/2	5
Pacific Mutual	18	10	\$10,000
Pan-American	4	19
Penn Mutual	2	5
Pennsylvania Mutual	3	2
Philadelphia	3 1/4	2
Phoenix Mutual	18	2
Pilot Life	2 1/4	2
Policyholders National	3	10
Presbyterian Min.	3	10
Provident Mutual	22/1	24	25,000
Prudential	2 1/2	24	100,000
Puritan	2	10	10,000
Seaboard Life	2 1/2	10	10,000
Security, Neb.	3 1/2	24
Shenandoah	3 1/2	5
Standard, Miss.	3	2
Standard, Ind.	3 1/2	2
State Farm, Ill.	3 1/2	5
State Mut., Miss.	3	10	\$10,000
Sun Life, Can.	3	20	10,000
Sun Life, Md.	3	6
Texas Life	3 1/2	4
Texas Prudential	2	2
Travelers	3	20
Union Central	3	20

Manufacturers Life Tells Golden Jubilee Operations



J. H. LITHGOW

TORONTO—The Manufacturers Life covering its golden jubilee year operations shows that it has made substantial progress. Its business in force is \$556,000,000, assets \$154,000,000, new business \$60,000,000. The increase in ordinary new business was 10 percent. The company has more than \$104,000,000 in force in the United States, increase 10 percent. It is celebrating this year the 35th anniversary of its entry into the United States, the first office having been opened in Detroit in 1903.

Mr. Lithgow's Career

J. H. Lithgow, general manager of the Manufacturers Life, is one of the best known and youngest life insurance chief executives in Canada. He started as a clerk in the actuarial department of the company immediately upon his graduation from Trinity College School in 1908 and in 1919 on his return from war service was appointed assistant actuary. From that post he was promoted in 1924 to actuary and in 1931, when only 40 years of age, he became general manager. The fact that he assumed this responsibility just as the depression was approaching its lowest levels makes his success more noteworthy.

Mr. Lithgow is a past president of the Canadian Life Officers Association, past president of the Insurance Institute of Toronto and in 1934 he presided over one of the sessions of the International Congress of Actuaries in Rome, Italy.

Union Mutual's Gain More Than Triple the Average

Production Is 13 Percent Ahead of 1936, Managers Learn at Annual Rally

NEW YORK—The Union Mutual Life, which this year celebrates its ninetieth anniversary, closed 1937 better than 13 percent ahead of the previous year, Second Vice-president R. E. Irish announced at its annual managers meeting here. This compares with a 3.9 percent increase for the life insurance business as a whole.

Mr. Irish said that in the light of the progress that has been made and the outlook for this year, the 1938 record should be not less than 25 percent ahead of last year. He pointed out that the company has concentrated all its offices with the exception of St. Louis, east of the Mississippi river and no farther south than Richmond, Va. He said that the better cooperation between the home office and the agencies should result in continuing steady increases.

Develops Men Under Contract

Taking as his theme "Organized Management," Mr. Irish said that up to now the emphasis in the Union Mutual expansion program has been on getting more production from full-time men. Now that the full-time force has been augmented it is necessary for managers to devote the larger part of their time to management and development of these men to insure their success rather than continuing to place all the emphasis on getting more full-time agents. He said that what the agents will produce is in a large measure up to the managers, and that there is every reason to look for a substantial increase in volume from every agency during 1938.

President S. B. Phillips talked on the financial strength of the company, giving a brief sketch of each of the directors and indicating how each one contributes to the safeguarding of the company's financial integrity. He said that the directors on the financial committee have been on it for many years and that their outside positions put them closely in touch with knowledge of the greatest value to the company in guiding its investment policy.

(CONTINUED ON PAGE 15)

Company	Rate of Discount Percent	Years' Premiums	Limits
Union Labor	2 1/2	3
United States	2 1/2	2
Volunteer State	3 1/2	2
Washington National	2	2
Western American	3 1/2	20
Western & Southern	2 1/2	10
Wisconsin National	2	10
Yeomen Mutual	3	2

¹Ten years; 2 1/2 percent thereafter.

²No fixed limit.

³Future premiums.

⁴Discretionary.

⁵Two years; 2 percent thereafter.

⁶First year; graded down 1/4 percent to 2 percent.

⁷3 percent when not more than four premiums paid in advance.

⁸Ret. Ann. \$10,000.

⁹One half limits on Ret. Ann.

¹⁰\$5,000 in one year.

¹¹3 1/2 percent if issued before Jan. 1, 1935.

¹²First 10 years; 2 percent thereafter.

¹³In any one year.

¹⁴Ten times annual premium.

¹⁵Future premiums (not over 20).

¹⁶Not accepted (Wisconsin ruling).

¹⁷Ret. Ann. 3 percent.

¹⁸Premium deposit fund.

¹⁹Short Term End, and Ret. Ann. one-half limits.

²⁰10 percent of face amount.

²¹First 4 years; 3 1/2 percent thereafter.

²²For one year; up to 3 percent for 15th and later.

²³4.25 percent first two policy years.

²⁴Pay up policy in full.

²⁵No Ret. Ann.

²⁶First 5 years; 2 1/2 percent thereafter.

²⁷\$1,000 maximum withdrawal in one year.

²⁸On premiums more than one year in advance.

HOME LIFE

Insurance Company, 256 Broadway, New York, N.Y.

Ethelbert Ide Low
Chairman of the Board

James A. Fulton
President

78th Annual Statement

December 31st, 1937

ASSETS

Cash	\$ 1,365,959.13
Bonds: U. S. Government.....	8,807,460.00
Other	25,784,061.00
Preferred Stocks	1,701,330.00
Mortgage Loans on Real Estate.....	31,974,171.01
Real Estate: Home Office Bldg.....	1,400,000.00
Acquired under Foreclosure....	5,063,747.80
Loans on Policies.....	17,396,913.59
Premiums, etc., in Course of Collection.....	2,054,461.64
Interest Due and Accrued.....	635,244.23
 Total	 \$96,183,348.40

LIABILITIES

Policy Reserves and Funds.....	\$87,970,429.26
Policy Dividends and Interest thereon held on Deposit	2,253,931.00
Miscellaneous Liabilities	75,155.94
Reserve held for Federal and State Taxes, Payable in 1938.....	250,000.00
Dividends due Policyholders in Reduction of Premiums	85,379.53
Funds set aside from 1937 earnings to pay Policy Dividends in 1938.....	1,540,000.00
Reserve for Investment Fluctuations and Contingencies	200,000.00
Unassigned Surplus	3,808,452.67
 Total	 \$96,183,348.40

TEN-YEAR COMPARISON

Insurance in Force Dec. 31, 1937.....	\$379,511,099.00	Assets, Dec. 31, 1937.....	\$ 96,183,348.40
Insurance in Force Dec. 31, 1927.....	323,136,605.00	Assets, Dec. 31, 1927.....	62,384,218.64
<i>An increase of 17.4%</i>			
Total Income, Dec. 31, 1937.....	\$ 18,515,015.62	Unassigned Surplus, Dec. 31, 1937.....	\$ 3,808,452.67
Total Income, Dec. 31, 1927.....	13,452,744.24	Unassigned Surplus, Dec. 31, 1927.....	2,732,506.90
<i>An increase of 37.6%</i>			

FACTS ABOUT THE STATEMENT

SOUND BOND PORTFOLIO

93.5% of all bonds are rated AAA, AA, or A by one or more of the Bond Rating Services accepted by the New York Insurance Department.

ASSETS AT NEW HIGH

The assets of the Company are the highest in its seventy-eight years history with an increase of 5.4% during 1937.

NET INTEREST RATE

The net interest rate on investments after deducting all investment expenses was 4.34% for the year 1937.

REAL ESTATE

Measured on the basis of acquisition cost, 39.8% of the Real Estate acquired through foreclosure since 1929 has already been sold by the Company.

INCREASE IN INSURANCE IN FORCE

The Insurance in force shows the greatest percentage of gain recorded in recent years. The net increase is 84% greater than the gain in 1936.

INCREASE IN AVERAGE UNIT SALE

Career Underwriters of the Home show an average policy sale during 1937 of \$5,558—a 12% increase over the average sale of 1936. (Home Life's 1936 average unit sale was more than double the average sale of seventy-seven leading life companies.)

AMERICAN LIFE INSURANCE COMPANY

DETROIT, MICHIGAN

CLARENCE L. AYRES, President

THIRTIETH YEAR

FINANCIAL STATEMENT

DECEMBER 31, 1937

ASSETS

First Mortgages on Real Estate.....	(39.6%)	\$ 6,746,690.91
Policy Loans and Renewal Premium Notes (net)	(21.3%)	3,633,733.00
Real Estate	(21.5%)	3,656,226.48
Municipal Bonds	\$ 71,258.34	
Railroad Bonds	497,731.34	
Public Utility Bonds	436,224.33	
U. S. Government (guaranteed bonds)	165,650.00	
Cash	187,591.43	
 Total Bonds and Cash.....	(8.0%)	1,358,455.44
Real Estate Sold on Contract.....	(2.9%)	493,827.98
Home Office Building.....	(3.2%)	540,000.00
Other Assets		6,364.39
Interest Due and Accrued.....	(2.6%)	443,556.11
Deferred and Uncollected Premiums (net)	(0.9%)	160,743.32
Furniture, Underwriting Equipment, Fixtures, Vaults and Supplies (all charged off)	None	
Agents' Debit Balances.....	None	
Non-admitted Assets	None	
 Total Net Assets.....	(100.0%)	\$17,039,597.63

LIABILITIES

Reserve for all policies in force including Disability Reserve	\$14,491,312.26
Reserve for Installment Trust Benefits not yet due	891,743.03
Reserve for Present Value of Disability Benefits not yet due.....	293,280.00
Reserve for Unpaid Claims awaiting proofs.....	57,402.50
Reserve for Premiums and Interest paid in advance and Dividends left on deposit.....	109,557.30
Reserve Funds apportioned and set aside for Annual Dividend Policies	21,136.25
Reserve for Agents' Credit Balances.....	6,429.21
Reserve for Other Liabilities.....	61,043.47
Reserve for State and Federal Taxes.....	74,700.00
Reserve for Other Taxes and Tax Items.....	140,459.46
Capital Stock	\$500,000.00
Surplus above Capital.....	165,745.80
Reserve for Investment Fluctuation.....	226,788.35
 Surplus to Policyholders over and above Legal Liabilities	892,534.15
 Total to Balance.....	\$17,039,597.63

	Investment Income	Investment Expense	Interest Required for Reserves	Net Investment Income after deducting "Investment Expenses" and "Interest Required for Reserves"	Investment Expense and Required for Reserves in Excess of Collections
1930	\$ 834,254.78	\$ 93,345.47	\$536,141.83	\$204,767.48	
1931	801,616.20	115,900.00	572,541.00	113,175.20	
1932	744,281.48	159,589.00	564,000.00	20,692.48	
1933	672,498.43	131,901.00	552,018.00		\$11,420.57
1934	836,033.31	142,812.00	542,906.00	150,315.31	
1935	870,848.58	231,726.00	542,042.00	97,080.58	
1936	865,053.30	240,272.00	540,484.00	84,297.30	
1937	1,045,311.37	242,446.00	547,522.00	255,343.37	

FORECLOSED REAL ESTATE Owned, as per Financial Statement herein \$3,656,226.48, on which Cash Rentals for 1937 were \$305,943.02, or 8.36%.

TOTAL INVESTMENT INCOME of the Company for the Year 1937 was \$1,045,311.37, or 6.29% average on the Ledger Assets of the Company.

Paid to Policyholders and Beneficiaries in 1937..... \$ 1,318,226.48
Paid to Policyholders and Beneficiaries from organization to date..... \$23,067,651.19
Paid to Policyholders and Beneficiaries to date, and now held for their benefit and protection..... \$40,100,819.61

Uniform Foreclosure Law Is Prepared in Washington

To Be Submitted to American Bar Association Meeting in May for Approval

WASHINGTON, D. C.—Draft of a uniform mortgage foreclosure law has been submitted to attorneys and officials of savings and loan associations throughout the country, Horace Russell, general counsel Federal Home Loan Bank Board, announced. It was prepared by the sub-committee on laws and legislation of the central housing committee, of which Mr. Russell is chairman. The draft, after further revision in line with criticisms and suggestions by attorneys and others who handle mortgage loans, will be submitted to a meeting of a committee of the American Bar Association here in May for approval.

Afterward, Mr. Russell said, an effort will be made to have the uniform law passed by legislatures of all states, thus making it possible for savings and loan associations, life insurance companies and other lending agencies doing an interstate business to adopt the same procedure for mortgage foreclosures throughout the country.

Has Several Advantages

The proposed law, Mr. Russell said, would enable borrowers of good credit in all states to obtain maximum accommodation in financing their homes, and also possibly lower interest rates and longer term loans.

The proposed law makes provision for foreclosure under power contained in the mortgage by a statutory notice which would be recorded and published once a month for three months, and for sale by the sheriff at the court house. The mortgagor may protect himself against injustice before sale by petition for injunction or, after sale, against irregularities in sale for a period of 30 days by application to the court to rescind the sale. He has 120 days from date of notice of intended foreclosure to pay his debt and redeem his property. The mortgagor after sale at his option may secure a judicial confirmation of sale by application to the court at chambers within 30 days of sale. The mortgagor is protected from an unconscionable excess judgment by provision suit shall not be brought for excess judgment after six months after the sale and, if brought within such period, proof must be submitted of value of security sold. The excess judgment may not exceed difference between value of security and debt.

Tells HOLC Experience

Experience of the Home Owners Loan Corporation has shown that unduly cumbersome and expensive foreclosure laws oppress the borrower by forcing mortgagors to foreclose before the equity of the owner is exhausted, Mr. Russell said. Excessive expense burdens the borrower as well as lender and does not save homes from foreclosure. The reason for excessive cost of foreclosures in some states, he said, is cumbersome legislation which causes long delays and complicated legal action by a lending agency in gaining title to defaulted collateral.

Completed foreclosure files in the HOLC, he said, show that total costs, including attorneys' fees, advertising and other necessary foreclosure costs, in Maine averaged \$21.32; in several other states having simple procedure, under \$50; in Illinois, \$354.30, and in several other states having cumbersome, expensive procedure, above \$200.

Foreclosure proceedings, from their initiation to completion, average 25 days in Massachusetts, nearly a month in a number of states having simple procedure; up to 19 months and 16 days in Illinois, and more than a year in a number of states. The long redemption period

NEWS OF WEEK

President Lincoln of Metropolitan Life says his company will not oppose present legislation in New York on saving bank insurance. * * *

Tentative program for A. L. C. Financial Section Meeting in Chicago, Feb. 2, is announced. * * *

E. H. Millock is elected president of the Central Life of Iowa to fill a vacancy that has existed for a year. * * *

Frank B. Cross, Jr., is elected president of Columbian Life of Cincinnati. * * *

Decision holding T. V. A. legal is set back for flood control in Hartford. * * *

Maurice Pew is appointed Iowa commissioner succeeding Ray Murphy. * * *

Uniform foreclosure law drafted in Washington to be submitted to American Bar Association meeting in May. * * *

Income minded public is turning more and more to life insurance to provide for the future, according to speakers at Boston Life Insurance-Trust Council seminar. * * *

Interesting features in connection with annual statements of life insurance companies. * * *

President Isaac Miller Hamilton of the Federal Life of Chicago announced to his agency convention that he is retiring from office on his 75th birthday. * * *

Agents clubs of Continental American Life hold annual meeting in head office city. * * *

Union Mutual Life holds annual managers' convention; production up 13 percent. * * *

Life Presidents Association not expected to move against savings bank life insurance bill in New York in its present form. * * *

A. C. Washburne, actuary of the Berkshire Life, is retiring, and G. F. Knight, associate actuary, is appointed to fill his place. * * *

Executive committee of Institute of Home Office Underwriters met at Atlanta. * * *

Pacific Mutual increases participating rates and revises base for its retirement income contract. * * *

Accident and health insurance should outgrow "stepchild" role, New York attorney says. * * *

provided by law in many states does not serve the mortgagor, Mr. Russell said. To exercise his redemption rights, he must pay the entire debt in cash within the redemption period and there would never have been a foreclosure if he could have paid his debt in cash or any substantial part of it. "Experience shows that redemption rights are not exercised by the mortgagor in any more than most nominal percentage of cases."

Mr. Russell feels the uniform law would promote business recovery, with building and financing of more and better homes, would stimulate families to undertake the responsibility of home ownership, feeling greater security under the law, would enable the mortgagor in event of misfortune overtaking the home owner mortgagor, to extend greater leniency, thereby in many cases preventing ultimate foreclosure, and thus would protect the real estate market.

Seek New Virginia Setup

A bill has been introduced in the Virginia legislature giving the head of the bureau of insurance the title of commissioner of insurance. He is now known as the superintendent. The bill also makes the bureau of insurance a separate division under the state corporation commission from that of the division of banking. Since the two bureaus were merged ten years ago the head of the banking division has been nominally the head of both divisions.

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January 28, 1938

Maurice Pew Is Named New Iowa Commissioner

First Deputy in the Department Has Been Appointed to Succeed Ray Murphy

Much satisfaction is found among insurance people in the appointment of Maurice V. Pew as Iowa commissioner succeeding Ray Murphy, who is to become assistant general manager of the Association of Casualty & Surety Executives. Mr. Pew is thoroughly familiar with the operations of the department and during the year that Mr. Murphy was on leave of absence while serving as national commander of the American Legion, Mr. Pew was in full charge in the department. He has the respect and confidence of all insurance interests and continuity of administration is assured in his appointment.

The appointment runs to July 1, 1939. Mr. Pew joined the department as first deputy commissioner in 1935. He is 39 years of age. He was an attorney, specializing in insurance practice, prior to the time that he went with the department. He received his law degree from St. Paul College of Law in 1921 and then practiced in St. Paul for six years. He moved to Cedar Rapids, Ia., in 1927.

In view of the fact that the new zone plan of examinations of the National Association of Insurance Commissioners relieves the department of some of its work, Governor Kraschel of Iowa states that a successor will probably not be appointed to Mr. Pew.

RILEY MAY GET N. J. POST

The reports in New Jersey are that L. A. Riley is likely to be appointed commissioner of banking and insurance in that state succeeding C. K. Withers who has become president of the Lincoln Bank of Newark. Mr. Riley is now treasurer of the Federal Trust Company of Newark. No matter who is commissioner in New Jersey, insurance people always look upon Deputy Commissioner Chris Gough as their commissioner.

Haller Agency Manager of United Life & Accident

CONCORD, N. H.—John V. Hanna, president United Life & Accident, of this city announces appointment of William D. Haller, secretary, as agency manager. Mr. Haller succeeds Oscar T. Sullivan, who has been superintendent of agencies for the past six years. Mr. Sullivan resigned to become general agent for the company in Vermont with headquarters at Burlington. Before his connection with the United, Mr. Sullivan for many years was with the New York Life. He is well known in many parts of the country. W. D. Haller went to the United about six years ago from Des Moines, Ia. United agents are recognizing Mr. Haller's new position with a special effort on his birthday anniversary Jan. 29.

Gallagher Goes to Portland, Ore.

John W. Gallagher, personal producer with the Orr Agency of the Prudential at San Francisco, is appointed assistant manager of the Portland agency with detached office at Eugene in charge of the southern section of Oregon. He has been with the company four years following experience with the California Western States Life.

Foley Open House Feb. 4

T. W. Foley, former uptown New York branch manager State Mutual Life, who recently became one of its general agents, will welcome his many friends in the business at an open house in his new and larger quarters, 1602 Pershing Square building, 100 East 42nd street from 3 to 6 p. m., Feb. 4.

FIGURES FROM DECEMBER 31, 1937 STATEMENTS

Total Assets	Change in Surplus to New Bus. Ins. in Force			Change in Ins. In Force	Prem. Income	Total Income	Benefits Paid	Total Disburs.
	Assets	\$	Policyholders	1937	Dec. 31, 1937	\$	\$	\$
Amer. Reserve, Neb....	4,722,772	+219,176	453,022	2,458,344	21,430,382	+108,354	567,598	794,076
Calif. West'n States....	48,399,455	+2,510,509	2,415,000 ¹	22,130,840	218,893,161	+4,556,075	6,873,696	10,154,451
Capitol Life, Colo....	11,617,678	+327,262	1,309,979	7,169,140	57,091,762	+2,619,996	1,413,367	13,140,963
Great American, Kan....	1,946,857	+79,199	221,818	2,002,101	9,776,478	+142,799	278,564	425,453
Gulf States Life.....	6,039,117	+1,090,139	685,334	9,710,278	65,197,422	+3,745,467	1,688,767	2,834,116
Home Life, N. Y....	96,183,348	+4,965,057	3,808,453	39,096,135	379,511,099	+16,735,218	11,580,934	18,515,016
Jefferson Standard....	73,184,594	+5,562,348	4,600,000	53,609,100	371,023,157	+23,302,895	11,057,378	15,949,898
Midland Mutual Life....	27,407,728	+1,909,299	2,300,099	11,554,445	111,621,628	+5,093,334	3,775,125	5,643,170
Montana Life.....	13,986,387	+570,632	2,000,000	6,270,522	44,156,964	+2,378,348	1,369,073	2,375,127
National Old Line....	997,477	+68,970	321,792	546,099	6,162,405	+847,621	157,697	192,075
North Amer., Can....	58,586,179	+3,740,272	6,443,106	25,685,413 ³	220,724,045 ³	+9,530,041 ²	7,405,740	10,944,112
Northern Life, Can....	10,318,645	+199,925	570,397	5,803,754	46,581,947	+1,669,884	1,275,079	1,969,861
Pan American Life....	34,108,930	+2,542,782	1,942,240	23,216,708	163,408,103	+7,397,858	5,492,186	7,663,790

¹Includes \$1,190,000 contingency reserves.

²Does not include contingency reserve for investment fluctuations which is not unassigned surplus.

³Includes deferred annuities.

PRESTIGE . . . PLUS

- All life insurance advertising, into whatever designation it may fall—institutional, historical, informative, selling—builds prestige for the writing agent.
- The 1938 campaign of the John Hancock adds a plus to its prestige building power by becoming a step in an organized sales presentation—an actual tool in the writing agent's kit.
- For each 1938 advertisement, which concentrates its appeal on a single life insurance need, a complete selling kit has been devised . . . a follow-through which puts the agent strongly in the advertising picture.
- In the agent's kit will be the following sales helps:
 - A BOOKLET thoroughly descriptive of the plan advertised.
 - ATTRACTIVE LEAFLETS for distribution or mailing.
 - A DEVICE which will help both agent and prospect to more definitely visualize the need and the life insurance answer.
 - A SALES TALK thoroughly field-tested.
- To its function of prestige building, this advertising adds the plus value of helping to streamline the sale. It builds prestige-plus for the John Hancock field man.



John Hancock
LIFE INSURANCE COMPANY
OF BOSTON, MASSACHUSETTS

JOHN HANCOCK MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

GUY W. COX, President

Not Opposing Savings Bank Bill in N. Y. in Present Form

Points Objected to Are Eliminated; Life Presidents Association May Not Take Issue

NEW YORK—Because the proposal for savings bank life insurance in the New York legislature takes care of the principal objections to the Massachusetts savings bank insurance plan and to similar proposals in the past in New York state, it is not expected that the Life Presidents Association will take issue. The New York State Life Underwriters Association is still studying the bill and has not yet come to a decision on whether to take any action or not.

The grounds on which the Life Presidents Association objected to previous New York proposal bill were, first, that the savings banks' insurance departments would have an unfair tax advantage; second, that supervision by the state would be less strict than for regular companies; and third that the banks' insurance departments would be getting a free ride through state subsidies. The Livingston bill puts the banks' insurance

on the same footing as regular insurance on the first two counts and except for \$25,000 to be appropriated by the legislature to establish a division of savings bank life insurance in the state insurance department, the banks' insurance departments would have to pay the expenses incurred by the state in supplying actuarial, medical and supervisory facilities.

Questions Still Unanswered

Chief among the questions which the state association leaders feel are still unanswered are the following: why should the state take the initiative to set up and subsidize, even to the extent of \$25,000, facilities for which there is no demand by the savings banks themselves? Does the state actually want to give the superintendent of insurance the great amount of responsibility and discretionary power imposed upon him by the Livingston bill? Is it safe to violate the fundamental insurance principle of diversification of risks and investments by setting up a scheme under which various small insurers would concentrate all their risks and investments in a relatively small territory? Is it wise to have no other check on the operations of the savings bank insurance division of the state insurance department than the insurance department itself, the department in effect sitting in judgment on itself?

Quality of Men in Field Being Raised: Cummings

JACKSON, MISS.—The life insurance "peddler" and "part-timer," who used his spare-time to "pester" friends and acquaintances with a rate-book, is gone, or going in all sections of the country, O. Sam Cummings of Dallas, president of the National Association of Life Underwriters, told the Mississippi association here.

He said that the past three years the association has carried on a strenuous campaign to eliminate unqualified and unfit agents, in order to improve service to the policyholder."

Unfit Weeded Out

"Our first step has been the constructive but nevertheless negative task of eliminating the unfit," he said. "That must be continued, but now we must also emphasize the positive task of building into our sales organizations the kind of men and women who will not, at some date after employment, have to be eliminated."

Life underwriting has been put on the professional plane only in the past ten years, Mr. Cummings said. It now requires special preparation, he emphasized.

President Hamilton Says He Will Retire from Federal Life Position During the Year

At the annual agency convention of the Federal Life of Chicago at Coronado Beach, Cal., President Isaac Miller Hamilton in his address stated that on Sept. 6 next he would reach the age of 75 and



ISAAC MILLER HAMILTON

he intimated at that time he would retire as chief executive of the company and that L. D. Cavanaugh, executive vice-president, would succeed him. President Hamilton did not put himself under bond to retire but the general impression was that he desired to unburden some of the load he has been carrying and shift it to other shoulders.

Will Shift Some of the Load

The supposition is that Mr. Hamilton will become chairman of the board. He is the largest stockholder and has been president of the company since it was organized in 1900. Mr. Hamilton went to the Federal Life on the insistence of a number of people who had purchased its stock. He was a downstate resident, practicing law and was prominent in politics, having served in the Illinois senate. The Federal Life was in process of organization and he went to Chicago to take executive charge.

President Hamilton is prominent in the various organizations. He was one of the organizers and the first president of the Association of Life Agency Officers that established the Life Insurance Sales Research Bureau. He was president of the American Life Convention and its sole surviving charter member, and served two terms as president of the Health & Accident Underwriters Conference. He has been president of the Illinois League of Republican Clubs, and the National Republican League. He is president of the Illinois Canning Company of Hooperston, Ill. He is chairman of the board of the Lake Shore Trust & Savings Bank of Chicago.

Officials from Home Office

There were present from the home office in addition to President Hamilton and Vice-president Cavanaugh, George Barmore, vice-president and head of the agency department; S. R. Keare, home office representative and son-in-law of President Hamilton, and J. E. Miller, publicity manager. On the way to the convention many agents who made the trip were taken to Portland, Ore., where there was a dinner and a sightseeing trip also in San Francisco and then Los Angeles.

E. L. Foutch, 70, president of the Pyramid Life of Missouri, died at his home in Kansas City. He was one of those who organized the company in 1927. He served as treasurer for nine years, and was elected president in 1936.

MINNESOTA MUTUAL

shows another gain! The regular business for the first three quarters of 1937 is 8% ahead of the same period last year. This increase is reflected in the incomes of our field force.

WE OFFER:

1. A liberal agency contract.
2. A plan for financing your agency.
3. Accounting methods to guide you.
4. Proven plans for finding—training agents.
5. A liberal financing plan for your agents.
6. A unique supervisory system.
7. Organized Selling Plan.
8. Unusually effective selling equipment.
9. Policies for every purpose: Regular—Juvenile—Women—Group—Payroll Savings, etc.
10. Low Monthly Premiums.

A \$200,000,000.00 Mutual Company with \$40,000,000.00 in Assets, 57 years old with an understanding co-operative Home Office.

THE MINNESOTA MUTUAL LIFE INSURANCE COMPANY
SAINT PAUL, MINNESOTA



Income-Minded Public Now Turning to Life Insurance

Opportunities in Settlement Provisions Pointed Out at Boston Trust Seminar by Speakers

BOSTON—Growing public interest in trust settlements indicate an income-minded public, which is turning more and more to life insurance to provide for the future of themselves and their families, said speakers at the annual all day seminar of the Boston Life Insurance & Trust Council. This attitude prophesies an upward trend in economic conditions. Over 500 life underwriters and executives and trust officers attended the conference.

Guy F. Horton, counsel of the National Life of Vermont, spoke on "Following Through with Contractual Settlements." "Sell your service in the best interests of your clients," he said. "Provide for the immediate and vital needs but also keep in mind the mode of settlement that will be in the best ultimate interest of the beneficiary rather than the insured. Keep the contracts simple and understandable. Utilize the company's experience in backgrounding the presentation, as each company, through long years of operations, has perfected itself in the forms and methods of handling trust cases in the best interests of its clients."

Review Settlements

Insurance settlement terms should be revised at regular intervals to provide for necessary changes, said Mr. Horton. The several modes of life insurance settlements, including the trust forms, have proved themselves economically sound, and through their intelligent, conscientious application to the needs of the individual they will provide safety and stability.

A forum discussion was in charge of Albert H. Yost, vice-president and counsel of the Phoenix Mutual Life. He pointed out the sales opportunities in optional settlements. "The public is income-minded," he said. Over 40 percent of the money payable as death claims in the past few years has been left with the companies under options. Options will increase the amount of the sales, he said. He specially warned, however, against involved and inflexible settlements.

No Major Depression

A. C. Babson, director of the educational division of Babson's Statistical Organization, spoke on the "Business Trends of 1938." "We are convinced this country is not heading into a major depression at this time," said Mr. Babson, "especially with the more cooperative attitude of the administration. We estimated the national income at \$70,000,000,000 for 1937 which is an increase of more than 75 percent over the low of \$39,000,000,000 in 1932 and comes within 15 percent of the 1929 high of \$83,000,000,000. The physical volume of business in 1937 averaged about 5 percent above that of 1936. Thus we may consider 1937 the best year in point of business volume since 1929, in spite of the rapid decline in production during the last months of the year."

Gilbert T. Stephenson, director of the trust research division of the graduate school of banking of the American Bankers Association, stressed the need of life underwriters and trust officers living up to a professional attitude of putting service ahead of profit in relations with clients. Every mode of settlement has its special function and no single mode is appropriate for all cases, said Mr. Stephenson.

Tightens On Withdrawals

The New England Mutual Life has adopted a policy of not permitting withdrawal of premiums paid in advance ex-

Directors Vote to Dissolve Fidelity Fire; Assurance as to Reserve Loan Life

Deputy Commissioner Gough of New Jersey announces that directors of the Fidelity Fire of Atlantic City have voted to dissolve the corporation. At a special meeting of stockholders at the head office Feb. 23 the proposal will be submitted. Mr. Gough said if the directors had not so acted he would have forced dissolution. Frank Cohen, former casualty company operator of New York and Boston, made a down payment on controlling interest in Fidelity Fire and the fire business was then re-insured. Fidelity purchased control of Reserve Loan Life of Indianapolis.

The decision to dissolve is generally regarded as being to the best advantage of all concerned, as the winding up of the company's affairs can proceed more expeditiously than if the New Jersey department had been forced to take it over. The \$50,000 statutory deposit may be regained by the company going into chancery court and asking for it, since there is no liability to policyholders. However, no distribution can be made to stockholders until all outstanding liabilities have been taken care of. After ratification of the dissolution action by stockholders the law requires publication of notice once a week for four weeks. On submission of an affidavit to the insurance department that this has been done the company will be officially dissolved.

RESERVE LOAN SITUATION

INDIANAPOLIS.—In view of the move of the New Jersey insurance department to force the dissolution of the Fidelity Fire and the fact that the stock interests of that company are related to those of the Reserve Loan Life, Commissioner Newbauer of Indiana deems it to be to the interest of policyholders and agents of Reserve Loan to state that his department is keeping in close touch with the situation. He states that there is on deposit with his department accepted securities in excess of \$200,000 above the amount required by statute, or the full legal reserve.

None of the mortgages of Reserve Loan Life has been transferred to or exchanged for securities of the Fidelity Fire or other corporations or individuals identified therewith. Reserve Loan Life has acquired a block of mortgages from the purchasers of the stock control of Reserve Loan Life and before this payment was approved two representatives of the department spent several days examining the mortgages. They were accepted on a scaled down value and, this week, one of these mortgages has been paid in full in advance of due date. Mr. Newbauer says that he regards these securities as worth the valuation at which they are listed. In fact, he says that he considers the financial situation of the Reserve Loan Life at present as being better than it has been for some time past.

"As far as Frank Cohen is concerned," Mr. Newbauer says, "we do not know him in relation to the Reserve Loan Life. The ownership of the majority stock is in the Fidelity Fire. We have confidence in the board of directors which includes five Indianapolis men of recognized good standing. We are aware of our responsibility to the policyholders of the Reserve Loan Life and will exercise our full authority of supervision to see that their interests are protected."

cept upon death or maturity of policy. The rule does not specify, but it is presumed withdrawal will be permitted in case of surrender of policy. In all other respects the rules governing premiums paid in advance are unchanged. The New England will accept up to ten annual premiums in advance, including the first premium, but not exceeding \$10,000 in one year on an individual.



"DID I TELL YOU ABOUT MY BOY?"

"Did I tell you how well Gordon is doing in his business?

"He hasn't been in it very long but he's very enthusiastic about it because it's a business where his accomplishments determine his earnings.

"You see, Gordon is an agent for the Provident Mutual Life Insurance Company. He has been working on what his Company calls the 'Ten-a-Month' plan, which helps him to find the right people to sell life insurance to. He says next year he'll sell even more insurance than he did in 1937.

"I'm certainly proud of Gordon and I think he's in a marvelous business."

PROVIDENT MUTUAL
LIFE INSURANCE COMPANY OF PHILADELPHIA
Pennsylvania • Founded 1865

Linton Points to Dangers to Social Security Funds

PHILADELPHIA.—Addressing a joint meeting of the Philadelphia chapter of the National Association of Cost Accountants and the National Management Association at Philadelphia, last week, M. Albert Linton, president of the Provident Mutual Life, predicted that the social security program would result in too heavy a tax burden for the future.

"The present plan carefully limits the pensions we shall have to pay in the near future," he said, "but it passes on to the distant future a pension burden that is estimated to be equivalent to nearly 10 percent of the earnings of the

workers then in the tax-paying group. "Furthermore, there is talk of possibly including other types of benefits in the contributory plan. It has been indicated that survivors' benefits (meaning perhaps widows' pensions and allowances for dependent children of insured persons who die before age 65) and total permanent disability benefits might be added.

"If this were done it might double the benefit load, raising it ultimately to 20 percent of the earnings of the tax-paying group.

"The President's most recent budget message indicated that the billion dol-

lar deficit would be covered by borrowing from social security and other funds and not by borrowing from the public.

"We have not the slightest doubt that the presence of social security funds in large volume will have the effect of stimulating unwise expenditures that would not have been made had it been necessary to levy new taxes or to borrow money to cover them.

"It will not take long for pressure groups to find out that social security funds can be obtained simply by issuing special Treasury securities to the social security accounts. The presence of these government securities in the reserve account would make the account appear to the public to be on just as solvent and orthodox a basis as though the money had been applied to retire publicly held debt. This certainly is cause for deep concern."

VIEWS TERM COVER

PITTSBURGH.—Criticism aimed at the life insurance business during the last two years has led to several misconceptions, among which is that term insurance is the best type to buy, M. Albert Linton, president of the Provident Mutual Life, declared at a meeting of the Pittsburgh Life Managers Association. Renewable term insurance is the old assessment proposition in new dress, said Mr. Linton. Those in poor health continue to take term insurance while healthy insurance buyers drop out, resulting in an increase in the mortality rate of those insured and a consequent increase in the cost of the term insurance, he said.

Mortality Experience Up

When enthusiasm for renewable term insurance first developed, mortality on this type of insurance was figured to be about 80 percent of the American experience table, but when the condition developed where healthy policyholders dropped out and the unhealthy remained in, figures went up as high as 134 per cent. This meant more death claims and financial trouble, which drove some of the old companies to the wall in the 19th century.

Speaking on social security before the Pittsburgh Economic Association the same evening, Mr. Linton said:

"I believe we have talked too much about reserve and have not talked enough about benefits in the social security plan. We must make up our minds what benefits we want to pay under the social security scheme. I don't believe a uniform pension would work in this country because there is too much difference between the north and the deep south.

What About Excess?

"The theory that underlies the present plan is that we should pay less in benefits and charge more than it costs. What are we going to do with the excess? Store it up so that in 1980 we can pay \$44 a month. I am one of those who believes that is wrong thinking in a social security plan and will never stand up.

"It is bound to become political. It is far better for us to think the thing through and make changes on a non-partisan basis instead of letting it go out into the political scene.

"I am one of those who believe that it is going to lead to extravagance to have large funds in a reserve account. Another danger is that the existence of large reserve funds will lead us to make promises. We are promising 10 percent of payroll already.

Views Broadened Coverage

"Another thing to settle is that we must broaden coverage for 5,000,000 domestic and farm laborers. You can't extend the payroll tax theory to those people because you have almost as many employers as employees. If you take 5,000,000 domestic and farm laborers, you will have 3,500,000 or 4,000,000 employers. Another difficulty is that they often get paid in kind. If you pay tax would you add what you pay in wages to what you pay in board and lodging? Can you have one system for industrial workers and

Grannis Goes to Cincinnati For Penn Mutual Life



J. DOUGLAS GRANNIS, JR.

An important general agency appointment is announced by the Penn Mutual Life. C. J. Iredell, well-known general agent at Cincinnati, has retired after 45 years of service. The agency was established in 1886 by his father, J. W. Iredell, Jr., who joined the Penn Mutual in 1872 as western superintendent of agencies. The agency has been under Iredell's management continuously since its establishment, and is one of the Penn Mutual's oldest. Mr. Iredell will maintain his connection with it, in an advisory capacity, as general agent emeritus. The name, the Charles J. Iredell Agency, will be retained, under the new general agent, J. Douglas Grannis, Jr.

Mr. Grannis became a member of the home office agency in Philadelphia seven years ago, and since then has developed one of its leading units. He is a graduate of the Wharton School of Finance of the University of Pennsylvania.

Savings Bank Life Dividends Are Cut 7 Percent

BOSTON—A reduction in dividend rate affecting all ordinary policies has been made by the Massachusetts savings bank life plan, Judd Dewey, commissioner of savings bank life insurance, announced. It will average about 7 percent, falling most heavily on endowment policies and other policies having large reserves. Some insurance men who carry the policies report dividend cuts as much as 12 percent.

Interest factor in the dividend formula, which has stood at 4 percent since 1936, has been reduced to 3.75 percent as of the end of the last fiscal year, Oct. 31, 1937. Interest earnings for the same fiscal year stood at 3.92 percent. The interest paid policyholders still stands considerably above interest rate allowed depositors in the 24 issuing banks which place insurance under the savings bank life insurance plan, where depositors are allowed only 2 percent or 2½ percent.

Commissioner Dewey explained the difference as due to the fact that while savings banks in their depositor accounts are limited to return from investments for their dividends, the savings bank life insurance department is governed by premium loading, which allows of three factors in making up its income, which are mortality experience, expense loading and investment profits.

another system for farm laborers and domestics? Is that permissible under the rulings of the Supreme Court on the social security act?

"Can you, under the constitution, have a separate system for the domestic servant and farm labor? I believe we will come to that before we are through because those two groups certainly need it."

He concluded with the observation that those who believe there is a ready-made solution for these problems created by the social security program are deluding themselves.

Our 5-way Policy
insuring against **Sickness, Accident, Accidental Loss of Limbs or Sight, Old Age and Death**, (with **Four out of Five Payments going to LIVING policyholders**), offers the complete coverage that people are buying and that agents are selling. Send for "PROOF" . . . our latest 5-way circular.

GIANT OF THE PACIFIC

Pacific Mutual
LIFE INSURANCE COMPANY
LOS ANGELES, CALIFORNIA

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Massachusetts Mutual Sales Clinic in Chicago Is Success

Many Inspirational Talks On Program — Large Delegation From Home Office and Field

A program of action and not theory was the keynote of the midwest regional sales clinic of the Massachusetts Mutual Life held in Chicago. Arrangements for the two-day clinic were under the direction of the E. W. Hughes and John Dingle general agencies. The meet was unusually well attended and enlivened by the presence of a large home office contingent, many general agents and field associates from surrounding territories. Chester O. Fischer, vice-president and director of agencies, was a principal speaker. Others from the home office were W. M. Benton, agency secretary; A. D. Lynn and C. W. Hall, assistant directors of agencies, and J. M. Blake, manager field service department. President B. J. Perry and J. C. Behan, vice-president in charge of agencies, were unable to be present.

General agents and field associates of the Peoria, Mattoon, South Bend, Davenport, Battle Creek, LaSalle, Milwaukee, Grand Rapids, Minneapolis, Indianapolis, Duluth and St. Paul agencies reported.

Panel Discussion

The first day's program was exclusively for general agents while that of the second was for the benefit of field men with General Agent Hughes presiding. At the second morning session Vice-president Fischer headed a panel discussion in which members of the home office agency staff participated. The discussion was modeled after regular weekly meetings at the home office. Mr. Benton pointed out that the total number of agencies visited by members of the staff during the past year exceeded 200. Mr. Lynn told of plans for a model sales clinic which is to be a part of the coming Swampscott convention. He urged the planning of study courses for agents and systematic keeping of individual records so that time and effort spent in the field could be determined on a dollars and cents basis. The C. L. U. designation better qualifies agents to obtain selective business they might otherwise be forced to pass up, he said, explaining the present Massachusetts Mutual C. L. U. organization and the purpose that prompted its development. At noon the field men were guests at a luncheon, during which they sang songs and were entertained by a performer who circulated through the group answering personal and other problems submitted to him and correctly calling people by their names. The stunt, arranged by Mr. Hughes, added considerable spirit to the occasion.

Afternoon Session

The afternoon session was featured by addresses from a number of prominent producers with K. E. Williamson of the Reuling & Williamson Agency in Peoria, acting as chairman. Mr. Fischer, the first speaker, urged greater confidence in the institution of life insurance and gave a resume of the outlook as it concerned company and agent for the coming year. What the determined individual can do, also can the determined group, he said, in referring to agents' cooperation. He concluded his remarks with the thought "hats off to the past, coats off to the future."

Caleb Smith of Ann Arbor, Mich., a past president of the million dollar round table, spoke on "Early Hardships." Mr. Smith opened with a congratulatory message to General Agent Hughes who is celebrating his 20th year with the Massachusetts Mutual. In speaking on obstacles he had encountered, he said that when starting in the life insurance business his former experience as a salesman for art goods had

taught him that success could be reached only by a determination to render a customer the utmost in service. He often devoted 14 to 16 hours a day in selling and rendering this service. He said he proportioned his time so that he worked no less than a minimum of eight hours a day. He gave three factors which were responsible for his success in reaching million dollar quotas, all of which was the result of planning the day systematically. One hour a day in the morning is devoted to study, six hours to selling and one hour in planning. He urged the reading of motivating stories with the application of as much of the material as possible. "The cultivation of a permanent smile, he said, "can become one of the most valuable business assets. A well known physician once said that 50 muscles were required to frown and only 14 to smile."

Allow No Lost Motion

Persistent production depends upon the fact that no lost motion must be allowed to enter the planned program. A keen intellect must accompany a determined and unflinching will, he continued.

Mr. Smith said it was only after he had gotten away from hit or miss solicitation and established contact with a definite prospect group that he was able to produce effectively. Careful choice of prospects resulted in an increase from \$4,500 to \$7,500 in average policy size. He showed three fountain pens he had used in writing nearly \$20,000,000 in insurance. The largest policy written was \$150,000. The pen he is now using which he called "Old Faithful" will score a \$5,000,000 volume before he "retires" it as he has the other two, he said.

Cadillac Motor Official

V. C. P. Dreiske, general manager Cadillac Motor Car Company in Chicago, spoke on "This Business of Selling." Everything in life, he said, has some relationship to selling. It is not an exact science but depends upon any number of intangibles. Mr. Dreiske urged agents to devote more time to studying their business so that they might be able to acquire what he called "unassuming authority." "Fundamental enthusiasm," another term he used, is a vital factor in any salesman's makeup and is contagious, he said. Salesmen should have consistent enthusiasm throughout the day and although they may feel their story becomes slightly worn it should be remembered that the last prospect has not heard it.

J. Hawley Wilson of Peoria, life member of the Million Dollar Round Table, spoke on "Organizing Your Work." Mr. Wilson illustrated his talk by a comparative investment chart, showed sales materials and letters used in solicitation, urged wider use of the telephone, and discussed the salary savings plan. Other speakers were Fred C. Baker of Centralia, on "See Me In September"; E. M. Finfgeld of Davenport, "Self-Management" and F. T. McNally, Minneapolis general agent, on "Orientation of Life Insurance."

Other Regional Meetings

Similar regional meetings are being held in other central points the latter part of this month and during February. A New York meeting which will be held at the Hotel Commodore is scheduled for Jan. 28 (agents) and 29 (general agents); Atlanta, Ga., Jan. 30-31, and Kansas City, Feb. 2-3.

Wiedemann K. C. Head

V. Webner Wiedemann, manager Sun Life of Canada, was elected president of the General Agents & Managers Association of Kansas City at the annual meeting. He succeeds H. S. Daily, Connecticut Mutual.

Earl Mercer, Lincoln National Life, was elected vice-president; E. G. Mura, New England Mutual, secretary-treasurer. New directors are Albert Drake, State Mutual; M. F. Houston, Washington National; George Harsh, Mutual Benefit, and J. F. Trotter, Mutual Life of New York.



The LNL Man Is SPOTLIGHTED IN FEBRUARY

On Lincoln's birthday each year, field men of The Lincoln National Life Insurance Company have the opportunity to render public service and build prestige for themselves and their company through the use of Lincoln displays, novelties, and speeches. Authentic Lincolniana furnished by the Company's Lincoln museum helps make the LNL man the center of Lincoln information in his community. Influential groups contacted include: luncheon clubs, libraries, museums, retail dealers, and schools.

THE LINCOLN NATIONAL LIFE INSURANCE COMPANY

FORT WAYNE, IND.
ITS NAME INDICATES ITS CHARACTER



You HAVEN'T TIME to make a NEW YEAR'S Resolution!



Don't waste time making New Year's resolutions.

There's too much going on—you may miss something . . .

There's too many new additional needs for life insurance springing up all about us.

While we're writing our resolution, somebody else will be writing the application!

Because—

In 1938, 2,200,000 children will be born . . .

In 1938, 1,250,000 people will unite in marriage to establish new homes.

In 1938, 30,000,000 children will be sent to school by parents who want them to stay on through graduation.

In 1938, 1,375,000 people will pass on to the Great Beyond. Some will leave an estate; others will leave nothing but bills.

It's our job to see that they all and everyone leave something behind—even if just enough for last illness and burial expense.

So don't waste time writing fancy resolutions.

Spend your time in writing applications—applications that will benefit everyone concerned, including yourself!

The NATIONAL LIFE AND ACCIDENT Insurance Co., Inc.

HOME OFFICE, National Building, NASHVILLE, TENN.
C. A. CRAIG, Chairman of the Board, W. R. WILLS, President



THE SHIELD
COMPANY



Continental American Agents Hold Annual Convention

President Rydgren Reports Record Year; Vice-president Rothaermel Presides in Sessions

Agents of the Continental American Life held their three-day annual meeting in Wilmington, Del. A luncheon was attended by managers, general agents and supervisors, in addition to officers. President A. A. Rydgren welcomed the managerial staff and congratulated them on their performance in 1937, which established a new high of \$123,390,103 business in force, increase in assets to \$21,131,862, an 8 percent advance and a record, and increase in new paid business of approximately 6 percent. He said 83.2 percent of the total business was on policies of \$5,000 or more.

Rothaermel in Talk

Vice-president W. M. Rothaermel in charge of agencies analyzed the production record. He emphasized that there is a law of averages in agency management and agency building which must be followed if an agency is to be built successfully. Some managers by force of personality may be able to ignore for a time the law of averages, but eventually it catches up with them.

R. E. Halstead, supervisor of agencies, discussed recruiting activities and results. He considered man-power work ahead.

Vice-president Rothaermel discussed selection of the right types of men, advocating use of a rating chart to select men out of the business as well as into it. He predicted its use would reduce turn-over, eliminate the unfit and enable managers and general agents to have a better picture of qualities necessary for a successful career in life insurance. He listed six points as a broad agency building program for 1938: (1) Selective recruiting; (2) proper initial training; (3) follow-up training; (4) adequate supervision of both old and new agents; (5) a definite agency sales plan; (6) a definite prospecting plan, topped off with ability of general agent or manager to stimulate and motivate new and old agents.

A dinner attended by the entire managerial staff was held.

Club's Officers Installed

The annual meeting of the field force commenced with a luncheon attended by members of the Leaders Club, Minute Men Club and other agents and guests. Vice-president Rothaermel installed officers of the Leaders Club for 1938-39, they being H. Greene, Newark, president, No. 1 in the Leaders Club, and M. J. Lauer, general agent New York City, vice-president, second in production.

Irving Gurian of the M. J. Lauer agency, New York City, was installed as commander-in-chief of the Minute Men Club. General Agent E. D. Turner, Jr., Richmond, Va., became lieutenant-commander, being second in volume in the club.

Figures Show Progress

President Rydgren spoke on "Our Position at the Beginning of 1938." The annual statement shows substantial increase in surplus; assets have increased 72 percent from 1929 to 1937; new insurance showed 21 percent increase over that written in 1929; insurance in force increased 33 percent in the eight-year period, and payments to policyholders increased 72 percent since 1929. In discussing financial strength, President Rydgren emphasized that assets are valued conservatively. In 1937, surplus increased so now assets are more than 10 percent in excess of policy reserves and all other liabilities. The average policy last year was \$5,213. Mr. Rydgren expressed confidence in the 1938 outlook.

Vice-president Rothaermel conducted a panel discussion on sales technique and

methods in the form of a question and answer discussion. Questions were asked by Mr. Rothaermel and answered by W. S. Carmine, Peninsula branch, who for 16 years has secured at least one completed application a week.

S. E. Sproul, Wilmington branch, was interrogated on his method of building prestige. M. B. Simon, Martin Lammer branch, Philadelphia, discussed use of the family income policy with reference to mortgage insurance, a field in which he has been successful.

Harry Greene, Newark agency, talked on cold canvass, which he uses almost exclusively.

Murray April, associate general agent, New York, discussed his estate planning method. Mr. Rothaermel questioned Jules Anzel, associate general agent, on his methods of prospecting and presentation. Mr. Anzel has been a member of the Leaders Club for five years. Herman Nathanson, Lauer agency, a new man, explained his audit and programming methods.

Sales Suggestions

Supervisor of Agencies Halstead summed up the panel discussion and suggested the agents streamline their methods of thinking and selling. He urged selling monthly income instead of lump sum, and also to use the even dollar premium instead of premium per thousand of insurance.

An Old Guard initiation was held. This is an association of veterans with ten years or more service. A. B. Cheyney, Philadelphia, oldest agent in point of service and one of its largest producers, as captain of the Old Guard handled the initiation ceremony.

Assistant Actuary G. H. Amerman discussed the advantages of representing the Continental American. Vice-President Rothaermel closed with a talk on "The Four R's," which, he stated, are: (1) Are you seeing enough people? (2) are you seeing enough of the right kind of people? (3) are you saying the right thing to the right number of the right kind of people? (4) are you in the right business?

Benner on Outlook

The closing talk of the conference was made by Vice-president C. L. Benner, an authority on finance and economics, on "The Outlook for 1938."

Members of the Leaders Club left for their meeting at Hollywood Beach, Fla.

An informal reception was held by the Continental American officers, followed by a dinner-dance.

Vice-president D. E. Jones presented awards to members of the Leaders Club for 1938-39 and to the officers of the Minute Men Club. Vice-president Rothaermel presented a plaque to the Lauer agency of New York, leading agency in 1937 in volume. He announced a President's trophy would be awarded to the two agencies according to classification showing greatest percentage increase in 1938 on a paid basis.

Continental American in its new statement shows assets \$21,131,867, as compared with \$19,532,025; policy reserves, \$18,518,753; capital, \$637,530 and net surplus, \$1,362,590.

The 1938 dividend scale, Mr. Rydgren observes, reflects lower interest yield on high grade securities and involves a more equitable apportionment of other earnings and expenses. While dividends on most policies will be increased, some will be slightly less than last year. In the aggregate and on the average, dividends have been increased 7 percent.

Charles E. Petilon Feted

Berkshire Life home office officials and New England general agents and managers of the company gave a welcoming dinner to Charles E. Petilon, new general agent in Springfield, Mass. Mr. Petilon went to Springfield recently from Minneapolis. Among the home office men present were President Fred L. Rhodes, Vice-President Harrison Amber, Supervisor of Agencies L. B. Hendershot and Medical Director Frank Harnden.

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MUCH INTEREST IN STATEMENT FIGURES (CONTINUED FROM PAGE 3)

business has not varied widely during this four-year period, the substantial decrease in the amount of insurance lapsed and surrendered has resulted in a much larger increase in the addition to the insurance in force. During 1937, new paid insurance increased by 7.9 percent over the previous year and amounted to \$95,559,018.

The assets are at an all-time high, having increased \$20,804,299 and now amount to \$312,233,793. Net investment income on mean ledger assets for 1937 was 3.77 percent, as compared with 3.75 percent for 1936. Premium income increased from \$37,717,376 to \$40,239,763. Investment income of \$12,552,650 was received as compared with \$11,894,326 in 1936. The total income was \$58,618,879, an increase of 5.4 percent. Total payments to policyholders and beneficiaries amounted to \$25,737,633, of which \$4,417,624 was in dividends. The total paid to policyholders and beneficiaries since organization in 1846 amounts to \$663,076,866. Mortality was 54.5 percent of the expected. Surplus shows an increase from \$10,858,887 to \$11,100,968.

* * *

BUSINESS MEN'S ASSURANCE

The annual statement of the Business Men's Assurance shows assets \$15,898,549, as compared with \$13,938,732 the previous year. The policy reserves amount to \$13,730,516; capital \$500,000; contingency fund, \$225,000 and net surplus \$755,341, as compared with \$637,099.

New paid life insurance was \$24,614,189, increase 25 percent; insurance in force \$114,657,544, increase 9 percent; commercial accident and health income \$1,837,272, increase 4.8 percent; total income \$6,108,670, increase 9 percent.

* * *

DOMINION LIFE

The Dominion Life reports an increase in assets of over \$3,000,000, making a total in excess of \$36,700,000. Insurance issued and revived, including deferred annuities, reached a total of \$23,207,536, which, exclusive of group insurance, is an increase of \$1,595,240 over 1936.

Over 70 percent of the \$2,725,434 payments fulfilling contracts was paid to living policyholders. Income totaled \$8,354,117. Receipts exceeded disbursements by \$3,832,689. The increase of business in force was over \$8,900,000, bringing the total up to \$172,936,447.

* * *

PROVIDENT LIFE & ACCIDENT

The Provident Life & Accident of Chattanooga shows assets \$9,910,643 of which 5.9 percent is cash, 16.1 federal bonds, 8.2 other government bonds, 4.4 railroad, 6.9 public utility, 6.7 industrial and miscellaneous, 18.4 city mortgages, 9.5 policy loans, 6.3 home office building, 2.7 real estate. The capital is \$1,000,000, contingency reserve \$762,206, net surplus \$800,000. Its life insurance in force is \$112,046,898, gain \$13,990,033, premium income \$7,544,268, gain \$1,001,417, accident and health premium income \$5,685,952. The assets increased \$1,438,439. It gained in paid for business 22 percent. The reinstements increased 65 percent.

* * *

CONNECTICUT GENERAL LIFE

The Connecticut General in its annual statement reports assets of \$227,284,675 as compared with \$208,417,564 the previous year. New paid business was \$205,206,160, increase 24.2 percent; insurance in force is \$1,127,366,929, increase 6.7 percent. Net surplus amounts to \$6,210,522 as compared with \$6,064,281.

POSITION WANTED

As Actuary, Asst. Actuary or Asst. Secretary. Several years' experience in actuarial, accounting and general home office work.

ADDRESS H-8, NATIONAL UNDERWRITER

contingency fund is \$1,600,000 as compared with \$2,500,000. The reduction in the contingency fund, the company explained, represents absorption of part of the \$2,144,566 net shrinkage in bonds and stocks carried at market. The balance was covered by net investment profits of various sources and by the general earnings.

Premium income on accident and health was \$2,460,634, increase 18.9 percent. Total income was \$54,053,783 as compared with \$50,640,254 the previous year. Payments to policyholders and beneficiaries were \$21,546,858 as compared with \$21,098,948 the previous year. Net interest rate on all investments was 3.52 as compared with 3.71 the previous year.

* * *

SUN LIFE OF CANADA

The Sun Life of Canada reached a new high level in assets, which are now in excess of \$800,000,000 compared to \$777,803,539 a year ago. Assets have increased \$250,000,000 since 1929. Insurance in force showed a gain for the second time since 1931 and now amounts to approximately \$2,780,000,000. There was a moderate gain in new business and there has been a marked decline in lapsed and surrendered policies and reduction in policy loans. The Sun Life increased its bond investments substantially which now represent 46 percent of its assets compared to 42 percent a year ago. Preferred and common stockholdings have been reduced from 36 to 30 percent.

* * *

MANUFACTURERS LIFE OF CANADA

New business of the Manufacturers Life amounted to \$60,159,000 in 1937, an increase of \$3,700,000. There was \$56,500,000 ordinary, \$2,250,000 deferred annuities, \$1,000,000 of group and slightly less than \$500,000 of paid-up insurance, the latter purchased by the application of policy dividends.

Premium income amounted to \$23,000,000 against \$21,400,000. An increase in renewal collections of approximately \$1,000,000 reflected the improved persistency. Total income was the largest in history, amounting to \$32,000,000, representing a gain of \$1,400,000 over 1936.

* * *

AMERICAN LIFE, DETROIT

The American Life of Detroit, in its new statement shows assets \$17,039,598 of which 39.6 percent is in first mortgages, 21.3 policy loans, 21.5 real estate. It has cash \$187,591 and bonds and cash \$1,358,455. Its capital is \$500,000, fluctuation reserve \$226,788, net surplus \$163,746. It paid policyholders last year \$1,318,226 and since organization this amount is \$23,067,651. The cash rentals on foreclosed real estate last year were \$305,943 or 8.36 percent. The total investment income was \$1,045,311 or 6.29 percent average on the ledger assets. The company has set up ample reserves to cover all possible obligations. During the last two years recovery was made of \$176,825 assets previously charged off. This shows a very conservative attitude on part of the management.

* * *

BERKSHIRE LIFE

The annual report of the Berkshire Life shows assets \$58,901,200, increase \$2,529,926. There is an excess of income over expenditures amounting to \$3,159,000. The new business was \$16,163,947, insurance in force \$208,607,820. The total income was \$11,238,265. The Berkshire sets aside assets for depreciation reserve \$250,000. Its surplus is \$1,500,321. Its premiums were \$6,627,924 and it paid policyholders \$4,998,746. Of the assets \$2,346,611 is in cash, \$2,078,680 federal bonds, \$1,987,684 other government bonds, \$5,811,234 railroad, \$8,408,775 public utility and other bonds, \$14,011,454 mortgages, \$10,776,683 policy

loans, \$10,708,411 real estate including home office building.

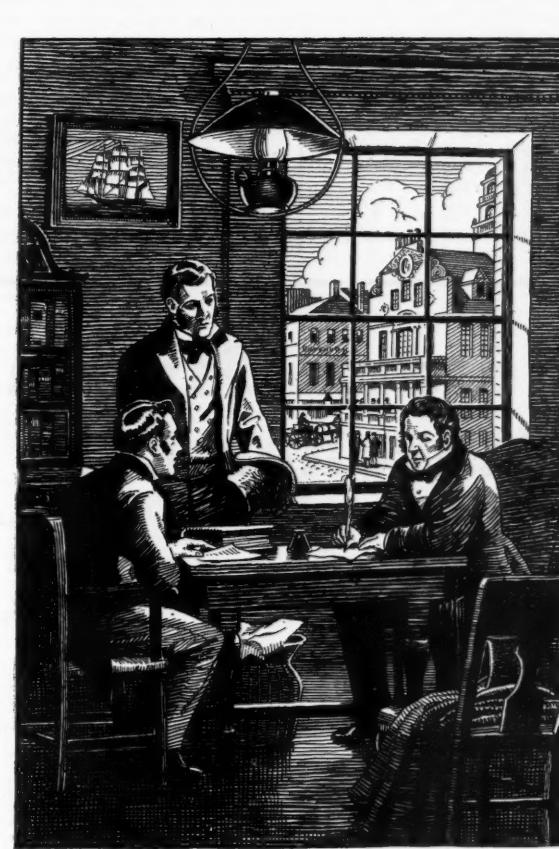
The Berkshire Life showed a gain in interest earnings of more than \$50,000 in spite of investment conditions. Cash and short term treasury certificates increased quite materially. President Rhodes, in his report, said that juvenile insurance showed quite an increase during the year. There is a growing demand for this type of coverage, he added. During the year the company brought out a new set of policies paid up at 60 and 65. President Rhodes said that although the real estate market has as yet not approached a level where it seems advisable to press the sale of

property, there was, in the past year, much more interest evidenced by prospective purchasers than in the previous year. The investment of funds, he said, is still a factor and will make it necessary to make the annuity limits quite small.

* * *

JEFFERSON STANDARD LIFE

The Jefferson Standard Life reports \$73,194,594 in total admitted assets, of which \$1,157,352 is in cash, \$297,382 in United States government bonds, \$4,184,646 in other government bonds and \$7,232,633 in other bonds and stocks. First mortgage loans total \$34,374,882 of



New England Mutual's First President, Judge Willard Phillips, signs the First Policy. Director James Savage bought this First Policy on the life of his son, age 12,—the earliest illustration of the Father-and-Son insurance idea in America.

New England Mutual enjoys the unique distinction of having its Insurance in Force today greater by 31% than on January 1, 1929.



NEW ENGLAND MUTUAL Life Insurance Company of BOSTON

GEORGE WILLARD SMITH, President

Oldest Chartered Life Insurance Company in America

THE FIRST MUTUAL—1835

AGENCIES IN 38 STATES FROM COAST TO COAST

which \$4,590,419 is on farm property and \$29,784,463 on city property. Real estate totals \$5,557,631, loans to policyholders \$12,804,559, premium loans and liens \$4,341,332. The capital totals \$1,000,000, contingency reserve \$1,000,000, unassigned surplus \$2,600,000. Policy reserves total \$62,481,081, reserve for policy claims \$476,684, proceeds left with the company total \$3,769,449, premiums and interest paid in advance \$641,455.

* * *

CALIFORNIA-WESTERN STATES LIFE

Insurance in force of the California-Western States Life now amounts to \$218,893,161, increase \$4,556,075. New sales and revivals during the year total \$25,500,000.

The combined production of the life, group and accident and health departments was slightly greater than the previous year. The average size of applications substantially increased and there was a sharp decline in volume of not taken. There was a 3 percent improvement in the first renewal ratio. The mortality ratio was 52 percent. Income exceeded disbursements by \$2,800,000.

* * *

NATIONAL LIFE OF VERMONT

The assets of the National Life of Vermont in the 1937 statement, amount to \$195,971,063, increase \$8,196,533.

None of the bonds are in default of principal and the actual market value of the bond and preferred stock list was \$1,603,420 in excess of the claimed value. Insurance in force amounted to \$533,955,109, increase \$14,174,000. This was the largest gain since 1930. Dividends paid to policyholders were \$3,567,580, increase 2 percent. Net interest earned was 3.62 percent. The 1938 dividend scale is to be a continuation of that adopted in 1936 and 1937. Mortality rate was 52.81 percent, the lowest in eight years.

* * *

WESTERN & SOUTHERN LIFE

Gratifying progress was made by the Western & Southern Life in 1937, President Williams reported at the annual meeting. Assets increased \$10,400,793 to \$163,928,264 and business in force increased \$66,619,858 to \$868,874,515. As a feature of its golden jubilee year in 1938, the company is offering a golden jubilee family security policy issued for \$5,000 minimum for a premium of less than 22 cents a day at age 35.

U. S. government bond holdings Dec. 31 were \$59,933,792; municipal bonds \$6,642,896; first mortgage loans city property \$63,124, 524, farm property \$1,092,051; ground rents \$4,620,661; policy loans \$8,023,548; preferred stocks \$268,522; real estate: City property \$10,-

965,874, city properties sold on contract \$2,367,983, farm properties \$999,480, farm properties sold on contract \$84,578; home office properties \$1,174,000; cash on deposit \$721,937; net uncollected and deferred premiums \$2,090,546; accrued interest on investments \$1,817,866. Contingency reserves are \$4,598,318; and capital and surplus \$23,153,157.

* * *

PROVIDENT MUTUAL LIFE

Assets of Provident Mutual Life in the annual statement are shown at \$331,214,000, increase \$15,670,000. Insurance in force amounted to \$961,125,000, increase \$18,180,000. New paid insurance was \$75,872,000, increase \$6,685,000. The amount paid to policyholders was \$25,294,000. President M. A. Linton points out that the payments to policyholders since organization to the company in 1865, plus assets now held for the benefit of the policyholders actually exceed the total premiums received by \$116,077,000. The mortality ratio was 45.3, compared with 49.1 the previous year.

* * *

SOUTHWESTERN LIFE

J. H. Frost, president of the First National Bank of San Antonio, has been elected a director of the Southwestern Life of Dallas. A dividend of \$1.20 a share was authorized. President C. F. O'Donnell reported that 1937 was an outstanding year as the gain in assets was the greatest in its 35 years history. The assets are \$55,422,572, increase \$5,309,250. Its insurance in force increased \$19,836,617, making the item \$323,052,391.

* * *

NORTH AMERICAN, ILL.

The North American Life of Chicago has insurance in force \$64,104,706, increase 4.6 percent. The new business was \$10,912,807, increase 13 percent. It has assets amounting in round numbers to \$12,800,000, increase \$340,000. The mortality ratio was 51 percent as compared with 6 percent a year ago. On Feb. 4 the company will complete its 31st year. John Hoffman of the home office general agency led the field force.

* * *

COLUMBUS MUTUAL LIFE

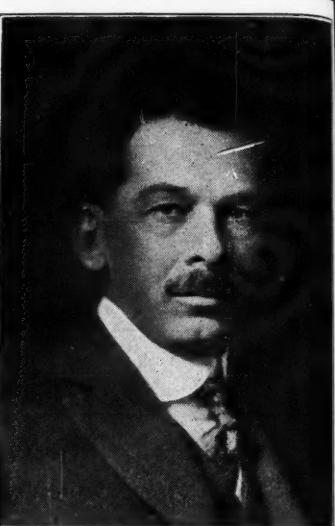
The Columbus Mutual Life reports assets \$29,788,521, gain \$2,549,887; surplus to policyholders \$2,237,191, gain \$108,236; cash, \$612,921, public bonds \$9,417,000, valued on the amortized basis. Income in 1937 was \$7,245,743 and disbursements \$4,213,711. Insurance in force is \$132,720,518, gain \$5,000,000. Death claims \$840,000 and dividends paid to policyholders approximated \$524,000.

Columbia Life's Convention

Thirty-fifth Anniversary Agents Meeting Is Being Held at the Head Office This Week

CINCINNATI—The Columbia Life is holding its 35th anniversary year convention here this week. W. H. West, vice-president and superintendent of agents, and Frank B. Cross, Jr., president, presiding alternately at the sessions. Mr. Cross opened the meeting with a talk on "Columbia's Progress in 1937." He was followed by C. B. Aldridge, general agent, Cleveland, who spoke on "Prospecting." B. R. Mason, general agent, Owenton, Ky., discussed "How We Write Rural Business," John Manss, home office general agent, "Age Change Selling," Mr. West, "Value of Daily Reports," and J. R. Schindel, legal counsel, "Legal Points."

Friday the following are scheduled: "Package Selling and Programming," Mr. Manss; "Selling the Coupon Policy," G. H. Guilfoyle, associate general agent, Cleveland; "Your Applicant and the Medical Department," Dr. C. T. Kirchmaier, associate medical director; "Cooperating with the Home Office," F. A. Pickering, general agent, Marion, O.; "Making the Approach," Henry Boeckman, special home office representative; "Sales Presentation," Mr. Aldridge;

Marked Honor Is Shown John Newton Russell**JOHN NEWTON RUSSELL**

LOS ANGELES—A hand engrossed testimonial was presented to John Newton Russell, former manager of the home office agency Pacific Mutual Life, who is retiring from business, by the Life Insurance Managers Association.

Mr. Russell has been in the life insurance business for 40 years, 30 of which have been spent in Los Angeles. He was one of the organizers of the association and has done much to further the aims and ideals of this organization. It is for his friendliness and inspiration that this testimonial was tendered. Mr. Russell was a former president of the National Association of Life Underwriters, and was one of the early patrons of the American College of Life Underwriters and C. L. U. movement. He was made an honorary member of the Los Angeles body.

Presentation was made by W. K. Murphy, Los Angeles general agent Northwestern Mutual Life.

"General Versus Contract Estates," Mr. West.

"Open and General Discussion" will be led by S. J. Fredricks, actuary, S. B. Dehoney, auditor, and Dr. Kirchmaier Saturday. R. G. Nixon, general agent, Owenton, Ky., will speak on "Resolutions for 1938" and the closing address will be made by Mr. Cross. Leading agents from Indiana, Ohio, and Kentucky are in attendance.

Ohio National's Leaders

The Ohio National Life announces that the Fred E. Kramer agencies, Erie, led all agencies for the third consecutive year in volume of paid business. E. W. Millholland, J. W. Millholland agency, Columbus, O., led the entire personal producers group during 1937. For the previous three years he had been runner-up for first place and this year realized his ambition to lead the field force. Ray Hodges, manager of the home office general agency, Cincinnati, was the largest producer among the general agents in personally paid-for business. Other leaders in the personal producers group were: H. R. Lindenberger, York, Pa., second; G. P. Fritts, Erie, third; G. W. Weitzel, Harrisburg, fourth. Other agencies leading in paid volume were: George Wade agency, Harrisburg, second; Lansing agency under Superintendent of Michigan Agencies N. E. Glassbrook, third.

General agents who set personal production records were: O. C. Norton, Toledo, second; and Guy Chiesman, Spokane, third.

Read *The Industrial Salesman*, \$1 a year, 420 E. Fourth Street, Cincinnati.

Midland Mutual Marches On!

**Preliminary Statement, December 31, 1937**

Life Insurance in Force	\$111,621,838
Gain (4.78%)	5,093,544
Largest gain since 1929	
Admitted Assets	\$ 27,407,728
Gain (7.49%)	1,909,299
Largest gain ever recorded	
New Paid-for Life	\$ 11,472,119
Gain (7.19%)	769,422
Largest paid-for since 1931	
Total Annuities	\$ 6,765,262
Gain (10.11%)	621,059
An all-time high	



THE MIDLAND MUTUAL LIFE INSURANCE CO.
COLUMBUS, OHIO

Union Mutual's Gain More Than Triple the Average

(CONTINUED FROM PAGE 4)

Manager John Marshall Holcombe of the Life Insurance Sales Research Bureau praised the Union Mutual agency-building plan. He said he had seen many types of expansion programs tried and felt that the Union Mutual is using the slowest but safest and surest method of expanding. He said he knew everyone of its officers personally and felt absolutely sure that the company would be successful in progressing because its officers are sincere in their purpose and are willing to take the "high road" in their efforts. He mentioned that the Union Mutual frequently consults the Sales Research Bureau in its search for guidance in order to benefit by findings based on the experience of other companies.

Assistant Secretary H. J. Southern, speaking on underwriting, recommended that agents having occasion to do substandard business familiarize themselves with the theory and practice of this branch of life insurance so as to be able to explain it in terms that their prospects can understand. He said that agents lacking this knowledge frequently attempt to sell the home office underwriting department the idea that the substandard applicant is a standard risk rather than explaining to the applicant just why it is necessary to rate him up. He emphasized, however, that the selection department's job is to accept business and that the home office underwriter, no less than the agent, regrets the necessity of declining or rating a risk when this must be done.

Demonstrates With Chart

Using a chart based on the American Experience table, Mr. Southern clarified a very prevalent misunderstanding about underwriting. This chart traced the mortality of 1000 standard risks side by side with 1000 impaired risks. He showed, for example, that if under standard mortality starting at a given age 950 policyholders would be living at the end of 10 years out of the original 1000, while only 900 of the 1000 substandard policyholders would be living at the end of the 10-year period, the company would have been obliged to pay out \$50,000 more on the second group than on the first and no matter what plan of insurance the policies had been issued on. He said that many agents, not realizing how this works out, feel that an applicant who would be admitted subject to rating for ordinary insurance can safely be given a 15- or 20-year endowment at standard rates.

C. G. Lane, assistant secretary, emphasized the company's strong financial condition, particularly the high ratio of bonds to total assets, approximately 65 percent. He also directed attention to a small percentage of real estate and mortgages, about 4 percent for each of these classifications. He said there had been a gain in assets and in insurance in force for 1937 and remarked on the company's unusual record of having paid policyholder dividends every year since 1855.

Talks On Business Coverage

Lester von Thurn, manager life department, John C. Paige Company, Boston, a guest speaker, gave a very practical talk on business insurance, saying that he had explored this field for many years and found it to be one of the least developed lines. He recommended it particularly to agents who prefer to sell on a business basis rather than an emotional basis. He said that partnerships and closed corporations are the best sources of business. He went into considerable detail as to what business insurance is, how to sell it, whom to sell it to, and some of the legal angles involved.

Actuary A. Thomas Lehman talked

on the Union Mutual's recent extension of premium waiver to business women and the broadening of the settlement options. He recommended that cashiers make more extensive use of the "extension receipt" which for a small fractional premium serves the same purpose as a binding receipt on which the full premium has been paid. He spoke about the illustrated booklet just issued dealing with the company's 90-year history. J. H. Jamison, manager of schools, Life Insurance Sales Research Bureau, said he had followed the progress of the Union Mutual for a long time and believed it to be on the right road. He said that despite all the talk of recession, life insurance sales for 1938 would still probably be in the neighborhood of \$6,000,000,000 and that the agent who goes about his work conscientiously will undoubtedly get his share of the total. Mr. Jamison also gave his excellent talk on prospecting.

L. J. Doolin, manager service department, Sales Research Bureau, summed up the entire session in the concluding address Saturday morning stressing how to put to work what had been presented by the speakers. Earlier in the meeting he spoke at considerable length on the selection of agents.

Col. J. R. Kilpatrick, president Madison Square Garden, New York City,

was the featured speaker at the banquet Friday night. Other speakers were Managing Director R. B. Hull of the National Association of Life Underwriters, and Commissioner Lovejoy of Maine. Vice-President Irish acted as toastmaster. There was entertainment by two Columbia broadcasting system artists, Miss Murielle Byrd, and Miss Ethelda Bleibrey, former swimming star.

Philadelphia Congress Feb. 14

PHILADELPHIA.—The annual sales congress of the Philadelphia Association of Life Underwriters will be held Feb. 14. It will be an afternoon affair. The program includes I. S. Kibrick, New York Life, Brockton, Mass.; Joseph McMillan, Mutual Life, Baltimore, author of "Prestige Building for Life Underwriting," and James E. Gheen, New York.

One of the features will be the second annual presentation of the President's Cup to the one having done the most for life insurance during the year. The first winner of the award last year was Dr. S. S. Huebner, president American College of Life Underwriters.

Read *The Heart Decides*—a sales book that will show you how to improve your business. \$1.50. National Underwriter.

North American Life Men in Wisconsin, Illinois, Meet

North American Life agents in Wisconsin and Illinois met at the home office in Chicago for a regional conference with head officials. There was a sales congress conducted by Joe Moore, manager at Green Bay, Wis., C. G. Ashbrook, superintendent of agencies, conducted a round-table discussion.

President E. S. Ashbrook gave highlights from the annual statement that is being prepared. Among the speakers were Dr. C. B. Irwin, medical director; Harry Miller, Chicago; John Hoffman, manager northern Illinois and leading manager last year; Harry Schaeffer, manager at Detroit, the second leading manager, and Louis Roth, Prophets-town, Ill., third high personal producer in 1937.

A banquet was held, C. G. Ashbrook speaking on "Intangible Assets of the North American Life." Paul C. McNamara, vice-president, was toastmaster.

Ayers Assistant Manager

R. S. Ayers has joined the Toledo, O., agency of the Mutual Benefit Life as assistant manager.

Massachusetts Mutual

LIFE INSURANCE COMPANY

Springfield, Massachusetts

Bertrand J. Perry, President

Organized in 1851, the Massachusetts Mutual (owned exclusively by its policyholders) has paid to its policyholders and their beneficiaries more than Seven Hundred and Ninety Million Dollars

COMPARATIVE SUMMARY OF ANNUAL STATEMENT FIGURES

	ASSETS	December 31, 1936	December 31, 1937
Bonds, Mortgages, and Other Assets	\$552,883,174	\$590,199,665	
Interest Due and Accrued	7,651,700	7,689,945	
Premiums Due and Accrued	11,578,083	11,798,759	
	\$572,112,957	\$609,688,369	
	LIABILITIES		
Policy Reserves	\$440,240,634	\$468,109,088	
Policyholders' Funds	97,137,180	105,482,458	
Policy Claims in Process of Settlement	2,018,383	1,767,712	
Dividends to Policyholders	4,784,907	4,948,545	
Taxes Due	2,090,951	2,228,182	
Miscellaneous Liabilities	291,028	487,161	
	\$546,563,083	\$583,023,146	
Special Reserves	5,500,000	6,000,000	
	\$552,063,083	\$589,023,146	
SURPLUS	\$ 20,049,874	\$ 20,665,223	
TOTAL CONTINGENCY FUNDS	\$ 25,549,874	\$ 26,665,223	

On December 31, 1937, the Company had in its Offices and in Banks Cash Balances of over EIGHT MILLION DOLLARS

And held more than FORTY-SEVEN MILLION DOLLARS in United States Government Bonds

During the year 1937 the Company paid to Policyholders and Beneficiaries the sum of FORTY-SIX MILLION DOLLARS

EDITORIAL COMMENT

Coditis, Appendicitis—Illinois and New York

THE question has arisen as to whether the New York insurance department is following in the wake of the Illinois department. There seems to be considerable rivalry between the two departments. For instance, Insurance Director ERNEST PALMER of Illinois constructed an insurance code and therefore he was said to have developed "coditis." In due course Superintendent L. H. PINK of New York announced that his department desired to have a code and naturally insurance men felt that he did not desire his fellow commissioner in Illinois to get the better of him.

Then last spring Insurance Director PALMER suddenly developed appendicitis and it was necessary for him to undergo an operation. He seemed to stand alone in this direction but New York not desiring to sit in a back seat, made a direct appeal to Superintendent PINK and so he had an appendectomy and is just re-

covering in good shape from his recent operation.

At the mid-year meeting of the NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS in New York City, Superintendent PINK who had thus gained "coditis" fame but had not had in mind appendicitis, made the following remarks:

"Now, ERNIE PALMER had coditis and he got through with it. I noticed down at White Sulphur, where we were the other day, that he wasn't unpopular any longer. He danced with the prettiest daughters of all of the insurance executives. I noticed that the insurance executives took him in the bar and treated him on every possible occasion. So that while this disease of coditis is a serious one and is an unpopular disease, I believe that perhaps even the commissioner of New York can get over it. But I am going to try my best not to get appendicitis, as Commissioner PALMER did."

Repealing the Law of Gravitation

CURRENT agitation for savings bank life insurance in New York, evidenced by Governor LEHMAN's endorsement and a bill awaiting action in the legislature, lends new significance to a statement made in December by Commissioner DECELLES of Massachusetts, who knows at first hand how savings bank life insurance works out in practice. Charging that savings bank insurance is cheaper because the banks don't have to maintain large surpluses, he said emphatically that he would require any life insurance company coming into Massachusetts to have a larger surplus than the savings banks now carry.

The New York proposal perpetuates the quaint notion that a savings bank can establish a life insurance company with total resources of only \$25,000 while the absolute legal minimum for anyone else wanting to go into the life insurance business in that state is \$150,000 capital and surplus. This in spite of the fact that the tendency of legislatures and regulatory authorities have been in the direction of stiffening requirements rather than relaxing them.

Even the most prejudiced advocate of savings bank life insurance could appreciate, for example, that if the smallest amount that a bridge can be built for is \$150,000, an attempt to span the same river with a bridge costing \$25,000 would hardly be a safe procedure even though the state were to give its benediction.

Suppose New York were to say, "We think it costs motorists of this state too much on the toll bridges across the up-

per Hudson River. Experts have stated that a safe bridge cannot be built there at a cost of less than \$150,000. There is even a law to that effect. However, if any savings bank as a service to its depositors, wants to erect a toll bridge, obtaining funds from sources outside the bank's assets, however, it will have the blessings of the state of New York, providing the state has control over the engineering and the type of traffic over the bridge.

"Recognizing that a \$25,000 bridge must necessarily be a pretty flimsy structure where a \$150,000 bridge is indicated, we will prohibit heavy trucking and limit traffic to cars costing \$1,000 or less. We contemplate that out of its toll receipts each bank operating a bridge will strengthen the underpinnings and superstructures as time goes on and that eventually the bridge will be as strong as bridges built in the usual manner.

"However we must warn savings bank trustees that in the event one of their bridges is threatened with collapse not a nickel of the bank's assets may be used to bolster up the toll bridge department, no matter how seriously failure of that department might affect the bank's general welfare. If the trustees themselves, or others they might persuade, should want to come to the rescue, that is all right. Each bank in the plan will contribute a portion of its tolls to a fund held by the state and designed to help the bank having a less favorable experience with bridge departments. Of course, this fund will not amount to

much in the early years when it would be needed most. Savings bankers should also take notice that the state's function of control does not imply any obligation to help out financially if the venture is not a success or if disaster should threaten and overtake it."

It does not take a profound knowledge

of civil engineering to appreciate the absurdity of the foregoing proposal. People who would laugh at the idea of repealing the law of gravitation have difficulty in swallowing the idea that a flimsy life insurance structure can be made safe merely by having the state say it is legal.

Factors in a Good Personality

KENNETH MEADE, director of education and training of the GENERAL MOTORS CORPORATION, in an address before Detroit insurance people, spoke of the principal factors making for a good personality. He said that there are two chief char-

acteristics, the first being the ability to make friends and next to get along well with people. Thus in compact form a student of salesmanship puts before us a line of procedure for development that we can all include in our program.

PERSONAL SIDE OF BUSINESS

Vice-president F. C. Hatfield of the Phoenix of Hartford has been elected a director of the Hartford-Connecticut Trust Company to fill the vacancy caused by the death of Edward Milligan, former president of the Phoenix. M. B. Brainard, Jr., assistant treasurer of the Aetna Life, was elected as a director.

John C. Ketcham, former Michigan commissioner, has been awarded a football letter by the Hastings, Mich., high school just 40 years after he earned it on the gridiron. A recent check of the high school's athletic records disclosed that Mr. Ketcham had never been given his letter although he was entitled to the award.

E. B. Dudley, manager of the Travelers' life, accident and group departments in Chicago, who has been recuperating from an illness in Florida, was back on the job last week. After a week's work it was decided he was rushing things too much and he should take at least another month's leave of absence. He is considering going to Arizona.

H. A. Behrens, chairman Continental Casualty and president Continental Assurance of Chicago, and Mrs. Behrens will go to their place on Belvidere Island in San Francisco Bay, leaving Chicago, Feb. 19. Their primary object is to attend the wedding of their niece which will take place at Piedmont, Calif., in March.

Upon arrival of his baby daughter, John Burkhardt, Indianapolis general agent of the Lincoln National Life, designed a unique announcement with a facsimile of the baby's bare foot captioned "This Gal Has Been Wanted for Some Time!" Under the "foot print" appears: "Classification: 1/14/38-5:45 p.m." The baby's name is Ardath Gay Burkhardt and the "description" reads: "Weight: 7 pounds, 6 ounces; complexion: quite ruddy; hair: more than daddy; eyes: undetermined; alias: Gay; companion: Jack the Rowdy; suspected whereabouts: Methodist Hospital, Indianapolis."

John W. Britton, the new Tennessee insurance commissioner, has been general agent for the Phoenix Mutual Life in Knoxville for 12 years. He is an East Tennesseean and was born in Lenoir City, in Loudon county, about 26 miles

from Knoxville. He has a rich heritage because his family has been conspicuous in many years in the eastern section of the state. He has always taken a great interest in politics and now is Democratic chairman in Knox county. He was appointed state controller of Tennessee and the Knoxville Democratic organization is largely responsible for his appointment. When it became apparent that it would be necessary to make a change in the insurance commissionership, the Knoxville organization made a strong appeal for Mr. Britton. One of his strong backers at Knoxville is Henry G. McMillan, well known local agent, who is national councillor of the Tennessee Association of Insurance Agents and is chairman of the county board of commissioners.

J. P. Carroll, superintendent of agencies for the Lincoln National Life, addressed the Pittsburgh Supervisors Club on "Recruiting." He was introduced by S. Morris Thompson, general agent in Pittsburgh for the Lincoln National.

R. L. Thomas of Dallas was the leader in volume for the last year for the Fidelity Union Life of Dallas. He led all the agents in business and number of applications in 1935. In 1936 he produced the largest number of applications and the largest premium income.

Making her debut at the New York City "Town Hall" on Jan. 18 was Miss Ruth Luty, accomplished daughter of W. H. Luty, Aetna Life agent at Oklahoma City. Miss Luty, a gifted pianist whose recital was under the management of the National Broadcasting Company Artists Service, previously has been studying and doing concert work in Philadelphia.

Mr. Luty is well known to members of the Aetna Life. His most recent prominent performance was the writing of 101 applications in a ten-week period ending in December, 1937. On July 1, 1937, in connection with a special one-day campaign, he wrote 21 applications.

Eugene Arnett, 62, who died the other day in Oklahoma City following an operation, served from 1908 until 1924 as Oklahoma manager for the Kansas City Life. He put millions of dollars of business on the company's books. He was outstanding as an organizer, and introduced in Oklahoma the plan of having his agents make daily

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January 28, 1938

reports. If he didn't get a report, or if he wanted to check the efforts of a salesman more closely, he often called salesmen at 10 and 11 o'clock at night. He had a unique plan of writing life business through banks, and was so successful with it that bankers had the prospects waiting in the bank for the Kansas City Life salesmen when they showed up.

After his retirement in 1924, Mr. Arnett turned to the study of Utopian life, accumulated a 60,000-volume library, and spent his time in writing and research.

D. B. Morgan, president of the Northern Life, and Mrs. Morgan are visiting in California, for a combined business and pleasure trip.

Many life companies stress the importance of striving for regular appearance on honor rolls as a road to success. **Max Margosches** of the eastern Ontario branch of the Canada Life has an enviable honor roll record. At the end of 1937 he had completed no less than 14 years of continuous monthly honor roll appearances. He has never failed to make club membership in that time.

T. C. Looney, Jr., of Memphis, 44, southwest Tennessee general agent of the Massachusetts Mutual Life, died there.

George G. Moore, president of National Reserve Life of Topeka, suffered an attack of coronary thrombosis while conducting a stockholders' meeting. He was taken to a hospital and later reports have been rather encouraging.

A. E. Faulkner, president of the Woodmen Accident and Woodmen Central Life, underwent an operation Saturday at a Lincoln Neb. hospital. The attending physician reported his condition as very satisfactory.

M. K. Quimby, agent at Concord, N. H., of the John Hancock Mutual Life, has among his clients the two first citizens of 1938 in Suncook, N. H. They are Joyce and John Blaise, twin sisters, born Jan. 2. Agent Quimby wrote the applications a few days after their birth.

Superintendent **L. H. Pink** of New York has so far recovered from his severe illness as to warrant removal from the Methodist Episcopal Hospital, Brooklyn, to his home, where he will rest for some days before returning to his office. He underwent an appendicitis operation.

O. T. Hogan, president of the United of Chicago, is taking one of his annual business and pleasure trips to the southern climate this year to stay at Miami, Fla. He left Chicago by automobile with his son J. R. Hogan, who became vice-president about a year ago. On the way they will visit Indiana agents and on the return trip will visit Ohio agents. They expect to be away from Chicago for about 30 days.

Two children of Mr. and Mrs. **J. C. Buffington** of Omaha were suffocated in their home by fire. Mr. Buffington is manager of the claim department of the Guarantee Mutual Life and is a son of J. C. Buffington, Sr., chairman of the board of that company.

George N. Quigley, Denver general agent of the Provident Mutual Life, accompanied by Mrs. Quigley, has returned from a vacation in Honolulu where he visited his son, George N. Quigley, Jr., manager of the Manufacturers Life of Canada.

R. H. Chamberlain, general agent of the Occidental Life of Los Angeles at Peru, Ind., died there.

Don T. MacKinnon, a leading producer of the Provident Mutual Life in Detroit and past president of the Qualified Life Underwriters, will spend the balance of the winter recovering his

health and strength in Florida. Mr. MacKinnon was gravely ill for several weeks.

E. G. Kirn of Lancaster, O., who was vice-president and a director of the Ohio National Life, died at the age of 57.

Mr. Kirn was one of the original stockholders of Ohio National and was elected to the board in 1914. Three years later he became a member of the executive finance committee, and in 1929 was elected vice-president. He served continuously in these capacities from the time of his election to his death.

John J. Moriarty, vice-president of the **Yeomen Mutual Life**, and Robert C. Rodruck, Washington general manager, visited agencies in the Pacific northwest.

Cleveland Cashiers Meet

At a meeting of the Cashiers Group of the Cleveland Life Underwriters Association, W. A. Fitzgerald, Mutual Life of New York, and H. W. Johnson, Equitable Society, spoke on policy loans and rates. The subject for discussion in February will be "Settlement Options."

Get an improved settlement option slide rule. \$1.50. National Underwriter.

President Hall Has Confidence in 1938

"There are many sound reasons for confidence in increased general prosperity in 1938," said Arthur F. Hall, president of the Lincoln National Life, in a bulletin.

"Life underwriters can do much to dispel doubt and pessimism encountered among clients and prospects," he said. "The record of your own business during a real economic crisis is an unshakable foundation for optimism during the present so-called recession. That record, unique in economic history, should invigorate your optimism with such courage and aggressiveness that your plans this year may be more comprehensive and your efforts more profitable than ever before."

Prudential Decision Reserved

NEWARK, N. J.—Vice-Chancellor Stein of the chancery court at Elizabeth, N. J., has reserved decision in the action brought by the Blanchard Estates to force the Prudential to distribute to former stockholders a fund formerly accumulated out of deferred policy dividends, and allegedly scheduled for dis-

tribution to stockholders after fulfilling its function of protecting policyholders interests.

Prudential trustees assert that in view of the many contingencies which might affect income, the money is still needed to protect policyholders' interests and that they still feel it their duty to oppose distribution of the fund at this time. The estate's counsel attacked the constitutionality of the 1913 law which permitted the Prudential to change from a stock to a mutual company, declaring that it violated stockholders' constitutional rights.

Seek to Halt California Quiz

The federal prosecutors interested in the prosecution of the 15 officers of the old Pacific Mutual Life, who are under indictment, have requested the interim committee of the California legislature to discontinue its inquiry into the affairs of the old Pacific Mutual. They express the fear that if the hearings are continued the prosecution of the cases against the former officials will be injured.

Seth Millington, a member of the interim committee has taken violent exception to the position that the prosecutors have taken.

Cash in on social security with a benefit slide rule. Gets business. \$1. Order from National Underwriter.



Pilot Life Breaks Records

During the year just closed the Pilot Life Insurance Company made far-reaching advances on many fronts—as indicated by the following annual statement figures:

Gain—Insurance in Force, 1937 \$ 10,363,266
Total Insurance in Force—December 31, 1937 \$126,214,342

These figures, in addition to the paid-for volume, represent record-breaking achievements, and are new all-time highs in the Company's history.

To the Pilot field force, who made these accomplishments possible—thanks and congratulations.

PILOT LIFE INSURANCE CO.

Greensboro, North Carolina

Emry C. Green, President

NEWS OF THE COMPANIES

Goes to Lincoln Liberty

Wide Variations in Plans Suggested for Handling Cosmopolitan Old Line Life of Lincoln

LINCOLN, NEB.—The district court has approved the bid of Lincoln Liberty Life to take over the business of Cosmopolitan Old Line Life. It assumes all insurance and annuity contracts and will pay cash surrender and maturity values of thrift certificate with accumulations on each one to be held for division when all have matured.

LINCOLN, NEB.—Proposals for reinsurance of the life business of the Cosmopolitan Old Line Life, ordered to be liquidated, have been received by the district court from nine companies, one of which is to be organized if given the contract. Three individuals also submitted a proposal to handle the liquidation of assets under terms proposed. The life companies making offers were the

Alliance Life of Peoria, Midwest of Lincoln, Pathfinder of Grand Island, National Progressive of Omaha, Central National of Lincoln, recently organized, Lincoln Liberty Life of Lincoln, Western Union of Lincoln, United Benefit of Omaha and the Nebraska National Life of Lincoln, organized with capital and surplus of \$125,000 but not yet licensed. In addition, A. S. Johnston, Lincoln attorney, offered a plan devised by insurance executives and actuaries who would leave their present positions and organize a stock company, giving thrift certificate holders a stock status if given a contract.

No Formula for Bids

The absence of any formula for bids resulted in a wide variety of proposals. In some cases the proposals were to take over the life business of \$1,250,000 and service the thrift certificates on a charge basis. The United Benefit offered to substitute 20-year endowment policies for thrift certificates. Several omitted the thrift certificates from consideration. The National Progressive Life offered four options for handling the

thrift certificates. The Central National offered to service only the thrift certificates at \$1 per unit per year.

The court announced that it would consult with the actuaries and attorneys of the insurance department. The company has \$3,000,000 assets, part of which are mortgages in default, upon which some loss is expected.

Continental Companies' Year

Both Chicago Insurance Institutions Show Substantial Progress as Reflected in Annual Financial Statements

The year 1937 proved to be the most successful in the history of the Continental Casualty and Continental Assurance of Chicago. The Continental Casualty wrote net premiums of \$20,689,656, a net increase of \$1,796,395 over the preceding year. The insurance in force account of the Continental Assurance, the life running mate, reached \$225,542,989, increase \$17,711,969.

The assets of the Continental companies are now in excess of \$57,000,000, those of the Continental Casualty amounting to \$30,573,901, while the Continental Assurance shows \$27,411,272. The Continental Casualty has cash and U. S. government bonds aggregating \$15,821,738, which exceeds by \$3,582,941 its pending claim reserve. More than 50 percent of its invested assets is invested in cash and United States government bonds. The Continental Assurance has cash and U. S. government bonds \$6,337,667. Cash and U. S. government bonds of \$22,159,406 are held by the Continental companies.

The Continental Casualty has a surplus of \$5,013,966, increase \$1,110,770 after the payment of dividends of \$525,000. The Continental Assurance has surplus of \$2,485,296, increase \$52,679 after payment of dividends of \$200,000 and the setting up of reserves on over \$17,000,000 of new paid for life insurance during the year.

The Continental Casualty has a general contingency reserve fund of \$1,400,000 and the Continental Assurance \$210,000.

At the annual stockholders' meeting of the Continental Assurance Dr. H. W. Dingman, vice-president and medical director, was elected to the board, as was Ross E. Moyer, vice president and actuary. W. Edwin White was elected vice-president and director of agencies, he having been agency director.

See End to Controversy Over Detroit Life Handling

Following a series of conferences, an oral agreement between the Life of Detroit, Michigan department and attorney for the Detroit Life receiver is being reduced to writing and when it is signed, it is likely to put an end to the prolonged controversy regarding the administration of the affairs of the defunct Detroit Life whose business is being handled by the Life of Detroit.

The Life of Detroit filed in the federal court in Detroit a petition to restrain Commissioner Gauss from taking any action in the matter and the judge prevailed upon the interested parties to get together and frame an agreement. He then issued an order restraining Mr. Gauss from taking any action prior to the time the contract is reduced to writing.

The principal concession being made by the company in the agreement is to reduce the loadings on annuities that were sold in connection with the rewriting program to 10 percent, from 15 percent. The commissioner and the attorney for the receiver will agree to give the company a clean bill of health on its actions up to the present time.

The rewriting of Detroit Life policies was in charge of the American Conservation Company of Chicago, which owns control of the Life of Detroit. The rewriting contract was canceled last October, according to President H. G. Shimp.

and representatives of the conservative company had left Michigan two or three months prior to that time, having practically completed their work.

The initial lien on Detroit Life policies was 60 percent. In the rewriting program whereunder the old policyholders were offered a new current dated policy in the Life of Detroit, the 40 percent equity in the old policy was used to purchase a single premium immediate life annuity to reduce the premium on the new current dated policy. The annuity rates were loaded 15 percent and the loading produced a sum of about \$150,000, which is set up in contingency reserve. Under the agreement about \$50,000 of that amount is being refunded by the Life of Detroit for the benefit of surplus of the Detroit Life fund, which is for the benefit of the old Detroit Life policyholders. It was not feasible to refund ratably to each policyholder his share of the reduction in loading.

Bankers Mutual Life Holds Annual Meeting

At the annual meeting of the Bankers Mutual Life of Freeport, Ill., M. V. Peasley, vice-president, was also elected secretary. Dr. C. L. Best, who has been secretary for a number of years, asked to be relieved of his duties. He continues as medical director. President J. C. Peasley presided over the 30th annual meeting. The assets are now \$1,220,000, increase \$120,000, more than 10 percent. The assets are three times as great as they were ten years ago. The surplus is now \$925,000. The company has followed a very conservative investment program. Last year it paid \$300,000 to beneficiaries and policyholders making the total today \$3,750,000. Considerable attention has been given to the expansion of the line of policies offered, it now having 22 basic forms. President Peasley stated that in spite of the demoralized security market investments have increased in value. It closed the year with the largest cash balance on hand in its history.

More General American Stock Retired for Mutualization

A total of 7,417 additional shares of stock in General American Life was called for retirement at a meeting of the directors in St. Louis. The board appropriated \$445,020 for the purpose.

All of the outstanding stock is trustee under a majority stockholders' agreement which provides the stock is subject to call for retirement for mutualization purposes at an agreed price established in 1936 of \$60 per share and accrued interest.

This action was taken in accordance with the General American Life's mutualization program which calls for eventual retirement of all outstanding stock as rapidly as surplus earnings and profits permit. The 7,417 shares now called, plus the shares retired in 1936 and 1937, total 14,250 or 28½ percent of the 50,000 shares originally outstanding. To further mutualization the directors plan to apply \$777,000 for stock retirement during 1938, 1939 and 1940.

New Dallas Company

The Union Southern Life is being organized in Dallas on a legal reserve basis. Capital is to be \$100,000 and the surplus \$150,000. The stock price is \$25 per share. The following insurance men are among the directors: Harry Susman, Thomas E. Green and Earl E. Shurtz. Ordinary and industrial under both participating and non-participating plans will be written.

G. B. Bagby on Company Board

George B. Bagby has been elected a director of the United Fidelity Life of Dallas. He has been chairman of the agents advisory board, which the field representatives of the company created a few years ago.



Again—

Man of the Year

... THE MINUTE MAN

Columbian National Fieldmen had another successful year in 1937.

One reason was The Minute Man.

Since he was first introduced, The Minute Man, with his \$7,000 average size—his attractiveness when combined with the Columbian Family Income Plan—and his unusual conversion features—has produced one-fifth of the company's new business.

Minute Man commission same as Ordinary Life.

The COLUMBIAN NATIONAL LIFE INSURANCE COMPANY
HOME OFFICE BOSTON - MASSACHUSETTS
A NEW ENGLAND INSTITUTION

LIFE AGENCY CHANGES

E. J. Phelps Made Associate

Goes with the Omaha Agency of the Massachusetts Mutual Life Under General Agent Whitlock

Edward J. Phelps, Jr., for 16 years associated with an agency of which his father was general agent for 28 years, retiring recently, has been appointed as



EDWARD J. PHELPS, JR.

sociate general agent of the Massachusetts Mutual in Omaha by Ernest Whitlock, general agent.

Mr. Phelps is a graduate of Leland Stanford. A confirmed exponent of time and effort control, and an advocate of the complete recording of activities and results, he has an accurate record of the income value of his interviews and other vital statistics covering his career as a life man.

Recognizing the need for persistent selling as the means toward regular income, Mr. Phelps has an uninterrupted record of consecutive weekly production throughout his 16 years in the field. His sales have averaged \$350,000 annually the past ten years.

He will devote part of his time to recruiting and training new agents, and working with present representatives. He will also continue in personal selling, extending his splendid record of consecutive weekly production.

W. A. Beam Is Made State Mutual Head in Cleveland

W. Harry Jackson, general agent for State Mutual Life in Cleveland, has announced his intention to return to personal production. He will be associated with W. Allen Beam, who has been promoted to fill the vacancy.

Mr. Jackson, who went with the company in 1919, has been successively agent, supervisor, associate general agent and general agent with the Cleveland agency. His insurance experience dates back to 1912. In 1919 Mr. Jackson joined State Mutual. He is an officer in the Cleveland C. L. U. chapter.

Mr. Beam, who has been assistant general agent for the Guy A. Reem office at Detroit since 1936, has been in the insurance business more than 12 years. He graduated in 1925 from University of Michigan. He was president in 1933-34 of the Flint (Mich.) Life Underwriters' Association; is a past president of the Junior Chamber of Commerce; past president Michigan State Junior Chamber; past President Flint Lions Club; past president Flint University of Michigan Club.

Names Three Supervisors

W. S. Berrehsem, general agent for the American United Life at Pittsburgh, has appointed three supervisors. W. B. Craft, Tarentum, associated with the Pittsburgh office for two years, will be in charge of out of town agents in Alle-

gheny county; Charles H. Johnston, formerly with the Sun Life of Canada, will be in charge of Westmoreland county with residence at Greensburg, and D. F. Inks, who has operated a general insurance business during the last seven years, will devote his entire time to the developing of Fayette county, locating in Uniontown.

Helfenstein in New Position

Lee J. Gillis, manager for Northwestern National Life in Omaha, has appointed V. A. Helfenstein as district manager for Council Bluffs and southwest Iowa. He will have an office with the E. R. McDonnell Company. Northwestern National heretofore has used the agency supervisor system, but is now trying out the district agency method. Mr. Helfenstein is its first district agent. He was formerly with the Equitable Society as district manager in Council Bluffs.

Oregon Mutual's New Agency

The Oregon Mutual Life has announced the setting up of a new general agency, and the promotion of Edwin A. Phillips, former agency secretary, to general agent in charge. The new organization is the Columbia River agency.

Mr. Phillips graduated from Reed College, where he majored in economics, in 1928. After traveling a year in Europe, he joined the actuarial department of the Oregon Mutual Life. His first promotion was to manager of the new business department, followed by his elevation to agency secretary.

Laughridge Goes to Bluefield

H. D. Laughridge, formerly an agent in the F. M. Hice general agency of the Provident Life & Accident at Charlotte, N. C., has been appointed general agent at Bluefield, W. Va. He is emphasizing particularly salary savings in his agency.

Name Shupert at South Bend

The Occidental Life of Los Angeles has appointed Clell Shupert general agent at South Bend, Ind. He was in school work for 15 years before going into life insurance on a full-time basis.

Imperial Life Changes

E. K. Hunt, manager of the Imperial Life of Canada at Hamilton, Can., is transferred to the head office at Toronto as supervisor of group insurance. M. V.

McDonald will replace him. He comes from Port Arthur, Ont. He was formerly with the Imperial at Winnipeg and Halifax.

Form Women's Department

Organization of a women's department of the Great Western division of the Washington National was announced in Des Moines. Mrs. Pearl Hanna and Mrs. Grace Sillick will head the department. It will handle health and accident and life insurance for business women.

Volunteer State Appointments

A. R. Roundtree has been made district manager of the Volunteer State Life at Graymont, Ga. He has been in life insurance for seven years. D. C. Moore, Jr., becomes manager at Greenville, N. C. Associated with him will be his brother, T. J. Moore.

Calvin Named by Bankers

H. W. Calvin, who has been with the V. A. Marshall agency of the Bankers Life of Nebraska, has been named general agent at Scottsbluff, Neb., and will have charge of Banner, Kimball, Box Butte, Cheyenne, Morrill and Scottsbluff counties. Mr. Calvin won fame last summer by turning in an app-a-day record for five months.

Excelsior Reorganization

T. O. Cox has been appointed manager of agencies under a reorganization plan of the Excelsior Life of Canada. R. T. Boyes and M. S. Crockford become supervisor of agencies. Mr. Boyes will assist Mr. Cox in visiting agencies, while Mr. Crockford will be responsible for departmental administration. In Mr. Cox's absence he will act as agency liaison officer between the president and/or management committee and agency department. H. R. Fisher as agency secretary, will handle cost matters and other items of agency correspondence. This new arrangement will make it possible for two of the three senior men to be on the road while the third is available at the head office.

The following have been appointed assistant agency supervisors: W. W. Nixon, formerly of Toronto No. 1; N. H. Evely, Calgary branch; L. W. Summer, former Saskatoon manager, and G. H. Mackay, Windsor branch.

Zone Meeting Is Postponed

The conference of Zone 4 members of the National Association of Insurance Commissioners set for Chicago Monday has been postponed due to the

absence of Commissioner Murphy of Iowa, who could not attend. Mr. Murphy is chairman of the zone but owing to the fact that he will take his new position as assistant manager of the Association of Casualty & Surety Executives another will have to be appointed in his stead. The states in Zone 4 are North and South Dakota, Minnesota, Iowa, Illinois, Michigan, Indiana and Wisconsin.

Agents Are Exempted

Commissioned agents of the Bankers Life of Iowa have been ruled independent contractors under the social security act and exempt from the tax.

Field Supervisor WANTED

A progressive (non-participating) life company of substantial age and size has an opportunity for you, if you can fully measure up to the following requirements:

A record of successful personal production.

Proven ability to do actual work (in conjunction with General Agents and Managers) of selecting, recruiting, training and supervising agents.

Ability to assist the agency officer in supervision, control and development of present General Agents and Managers.

Ability to assist in recruiting new General Agents or Managers in case of replacements and development of new territory.

Must be between the ages of 35 and 45, with clean record, of good character and habits—industrious, conscientious, loyal and trustworthy.

Must be willing to travel continuously. (Territory—eastern, mid-western and southern.)

This is an opportunity to take an active part in a real program of agency development, systematically laid out by a company with which you would be proud to be connected. Give full information in first letter covering all the requirements mentioned above.

State age, whether married or single, and present income. Enclose a recent photograph. Replies will be treated as confidential. Address—"Progress," c/o National Underwriter.

THE MANUFACTURERS A HALF CENTURY OF PROGRESS

The Manufacturers Life is an old established Company having a record of more than 50 years of service faithfully rendered to its policyholders and representatives.

Insurance and Deferred Annuities of the Company exceed 556 Million Dollars. Assets are in excess of 154 Million Dollars.

In 1937 the gain in Business in Force amounted to more than 23½ Million Dollars and Assets increased by over 11 Million Dollars.

LIFE
INSURANCE COMPANY

HEAD OFFICE
TORONTO, CANADA
Established 1887

THE
GUARDIAN LIFE
 INSURANCE COMPANY
 OF AMERICA
 NEW YORK CITY



A MUTUAL COMPANY
 ESTABLISHED 1860

YEARS OFFER THIS . . .

Age does not prove wise management, but the institution which has weathered economic storms over a long period has gained something that age alone gives.

Age does not prove successful organization, but the institution which, after a long period, can point to a substantial number of conspicuously loyal and devoted field men, has something that age alone gives.

Fidelity is just such an institution. It enters its sixtieth year proud that it qualifies on both counts — successful management and loyal personnel. Fidelity traditions and Fidelity practices attract and hold the type of men who can appraise their worth.

The **FIDELITY MUTUAL LIFE**
 INSURANCE COMPANY
 PHILADELPHIA
 WALTER LEMAR TALBOT, President

LIFE SALES MEETINGS

Liberty Life Has New Club

Agents Formed an Organization at the Time the New Home Office Building Was Dedicated at Topeka

At the annual meeting of the Liberty Life of Topeka, E. J. Newbegin, manager at Los Angeles, was the prime mover in organizing the Liberty Life Producers Club. He was chosen president; Paul H. Van Pelt of Marlin, Tex., vice-president; C. A. Wood, Topeka, secretary and treasurer. J. W. Barrett of Dallas is chairman of the executive committee, the other members being L. D. Middough and E. H. McAtee of Topeka. Secretary C. L. Clark of the company was in charge of the arrangements for the formal opening of the new home office building and banquet. Senator Capper of Kansas wired his congratulations from Washington to President Charles A. Moore on the dedication of the new building.

R. C. Williams told the agents that while driving in Ottawa, Kan., he ran into the rear of a truck seriously injuring the driver. The agents agreed to donate the commission from one application during February to the injured truck driver.

C. R. Styron, agency organizer, will spend three months in southern California assisting in developing the field.

J. E. Hudson of Pasadena and L. D. Middough of Long Beach, Cal., were present.

The formal opening of the new building at 212-4 West Sixth avenue was held last week and the public was invited during the afternoon and evening. The building is of concrete and reinforced steel with a cut Kansas stone front. The company will use the ground floor and basement for its offices while the rest of the building will be leased to other tenants. It is very complete in every way.

Guarantee Mutual Conference

OMAHA.—Fifty-four general agents of Guarantee Mutual Life of Omaha, from 20 states, were in attendance at a four-day agency building conference here under the direction of A. B. Olson, agency vice-president.

A new plan of agency building, which includes a series of rating charts for analyzing and scoring new agents, was discussed. This is based upon the company's own experience over a period of two years, in connection with the production records of all agents contracted during that period. It was enthusiastically received. The program included group meetings of the three new field divisions, headed by Paul Stewart, director of agencies, eastern division; Ralph E. Kipplinger, director of agencies, central division, and Dwight E. Keider, director of agencies, western division.

North American L. & C. Rally

MINNEAPOLIS.—Agents of the North American Life & Casualty from four states gathered here for a three-day convention. About 125 were present from Minnesota, Wisconsin, North and South Dakota. Speakers at the regular sessions were Lloyd J. Lynch, Minneapolis manager, John Hancock Mutual Life; E. H. Mueller, Pacific Mutual Life, Milwaukee, and Paul Speicher, Indianapolis. At the annual dinner the speakers were Commissioner Yetka and P. J. Sletterdahl, editor of "Northwest Insurance."

Canada Life's Conventions

The Canada Life has announced the locations of its club conventions in 1938. The Quarter Million Club will meet at Hot Springs, Va., April 25-27. The Century Club, eastern division, will gather at Muskoka, Ont., June 22-24, and the western division at Harrison Hot Springs, B. C., June 1-3.

Big Ten Sales Congress

Meeting of R. S. Edwards Agency of Aetna Life in Chicago Proves Big Success—Has Large Attendance

The annual Big Ten sales congress of the R. S. Edwards general agency of the Aetna Life in Chicago, which a number of home office officials attended along with more than 120 members and guests, was concerned with ways by which the selling job could be done more effectively. The congress was a one-day event. A. E. Hicks of Joliet, who qualified as honor salesman in 1937, was chairman of the general committee on arrangements. He has been a member of the Big Ten for 2½ years and is one of the consistent leaders in the Chicago agency. He was No. 11 country-wide last year. The Big Ten is elected each month. It consists of the month's eight paid volume leaders and the two leaders in number of paid cases.

Home Office Attendants

Those attending from the home office were: President M. B. Brainard; W. H. Dallas, assistant vice-president in charge of underwriting; Dr. D. B. Cragin, medical director; A. H. Hiatt, assistant superintendent of agencies; E. H. Snow, agency assistant, J. E. Griffith, Jr., secretary group division, and Paul H. Rogers of the accident department. Several outside general agents were present including H. W. Florer, Grand Rapids, Mich.; F. H. Plaisted, South Bend, Ind.; and P. W. Simpson, Indianapolis. George Tramel, manager Chicago branch Aetna Casualty and affiliated companies, reported his office agents were much interested in life production and all attended the congress.

The morning session was divided in two parts with Kenneth Hales as chairman of the first and S. S. Swanson, the second. The first part included showing of movies of the agency's annual outing in Wisconsin last year; a talk on "The Accident Job—How to Do It" by C. G. Morehouse, who qualified fifth in accident production countrywide and first in Chicago; "Building a Clientele Through Group and Wholesale Insurance" by Mr. Griffith, and a sales presentation by D. K. Weiser, life brokerage supervisor, and Rudolph LeBoy. The second part opened with a discussion on "Quality Business" by Mr. Dallas, followed by a talk by D. H. Teas, Wisconsin Rapids, Wis. The Borden and Busse film was shown and Messrs. Hiatt and Snow gave a sales presentation.

Round Table Discussions

The afternoon session was divided into three parts with life, accident and group discussions. C. E. Clinton, agency supervisor; Clark Smaha, midwest group supervisor, and Paul Rogers, accident supervisor, acted as chairmen. In the life session Mr. Snow presented a new booklet on the estate control plan which will soon be a part of every agent's equipment. The booklet presents compact summary of a client's life insurance estate. Complicated terms that might confuse are eliminated. A premium distribution calendar, trust arrangement setup, complete instructions and a work sheet are included. Client's name will be imprinted in gold on the booklet's cover. Dr. Cragin touched on underwriting methods and told how they are governed by medical, lay and sub-standard committees. Such factors as a person's nationality, his ability to meet obligations, personal and family history, he said, are carefully scrutinized.

Mr. Dallas was specially honored at the annual agency dinner, being presented the result of a 15-day campaign in his honor which brought in 160 applications from 57 agents for \$400,000 life business and \$2,800 in accident and health

premiums. A huge photographic enlargement of Mr. Dallas' likeness had been prepared, about 4x5 feet in dimension, which then was cut up into a jig-saw puzzle, each piece, to be replaced, requiring an application. The complete likeness, with another enlargement that had not been cut up, were presented to Mr. Dallas. President Brainard was the principal speaker at the dinner. Art Hicks was toastmaster. General Agent Edwards awarded plaques to leaders in the life, group and accident divisions. Production, he said, substantially increased in all departments. Mr. LeBoy, "QQ" or quick qualifier for the regional convention, was also honored.

Will Hold Regional Meetings

The Business Men's Assurance will hold regional meetings in 1938 instead of the customary All-Star convention. Five or six large agency conferences will be held this year. An All-Star convention will be held in Kansas City in 1939 to celebrate the company's 30th anniversary.

This week a conference was held at the home office for newer branch managers and field supervisors.

E. A. Woods Co. Conference

The annual summer educational conference of the Edward A. Woods Company agency of the Equitable Society of Pittsburgh will be held at Flanders Hotel, Ocean City, N. J., July 5-8.

"There Is No Recession"

"There is no recession" was the slogan of 25 Minnesota representatives of the Reliance Life who attended a

conference in Minneapolis. It was announced the company's Minnesota business last year showed increased 95 percent. H. T. Burnett, vice-president, and V. J. Adams, superintendent of agencies, attended from the home office to take part. J. P. Troop is Minnesota manager.

Field Supervisors Meet

Field supervisors of the Texas Prudential held their annual meeting in Galveston. Commissioner Daniel, Lieutenant-Governor Woodul, Mayor Adrian Levy and President I. H. Kempner spoke at the annual banquet.

Burnett in Seattle

H. T. Burnett, vice-president in charge of agencies of the Reliance Life, was guest of honor at an agency meeting held by Robert S. Bugard, Seattle manager. He spoke on "Building a Sales Organization."

Organize at Charlotte, N. C.

CHARLOTTE, N. C.—Organization of a Life Managers Association was perfected at a meeting which 16 of the 29 managers and general agents in the city attended. W. L. Brooks was elected president; C. M. Hassell, vice-president, and D. W. Reed, secretary-treasurer. The officers, with O. F. Roddy, J. E. Sebrell and S. Y. McAfee, will constitute the executive committee.

Lee Wandling, district manager Equitable Society, Wichita, Kan., held an agency meeting ending with a dinner, attended by A. M. Embry of Kansas City, state manager, and Ben Embry, supervisor.

AS SEEN FROM CHICAGO

L. A. STEBBINS TO SPEAK

At the meeting of the Chicago Life Insurance Lawyers Club Thursday of this week, Attorney L. A. Stebbins gave a talk on his observations of conditions in Russia which he made during a trip through that country last July and August. Dr. Walter Verity, who was in the same group with Mr. Stebbins on this trip, took moving pictures and they were exhibited. Mr. Stebbins is the chairman of the Chicago Life Insurance Lawyers Club and is highly esteemed.

HOBART & OATES ANNUAL

At the annual dinner given by Hobart & Oates of Chicago, general agents Northwestern Mutual Life, the two speakers were Vice-president Edmund Fitzgerald and Superintendent of Agents Grant L. Hill from the home office. R. H. Hobart presided and J. F. Oates presented the prizes. It was announced that the largest volume of business written in any single month by the agency was December, \$4,209,708. H. W. Shedd won the first prize for volume and Oliver A. Williams, second prize. A. E. Gertz won the prize for the greatest number of lives. Mr. Shedd was first in number of lives but as he qualified as leader in volume the award was given Mr. Gertz. M. E. Graham had the largest volume of paid business during the last four months by an agent contracted during the year. O. A. Boitell had the highest average in number of paid lives per month during period of service by an agent contracted during the year. E. E. Rutter was second largest in number of lives. Assistant Superintendents of Agencies L. J. Evans and Warren Lundgren were present as guests.

LIFE COMPANY STOCKS RECOVER

H. W. McKinney of G. L. Ohrstrom & Co., Board of Trade building, Chicago, observes that life company stocks have shown a sizable advance from the low of Oct. 19, 1937. At that time the average for insurance company stocks of all kinds was \$40.89. The present average is \$48.14.

Of the most active life company

stocks, the Aetna is selling at about \$25, whereas the 1937 low was \$18.50 and the high was \$36; Connecticut General Life is selling at \$25.50, its 1937 low being \$21 and high, \$45; Sun Life is selling in the neighborhood of \$445, its 1937 low being \$350 and its high, \$1,110; Travelers is selling in the neighborhood of \$435, its 1937 low being \$380 and its high, \$540.

Mr. McKinney observes that many of the life company stocks at present prices, return a fairly high yield.

	Par	Div.	Bid	Asked
Aetna Life	10	.60	24 1/2	25 1/2
Amer. Life, Ala.	5		2 1/2	
Bank. Natl. Life	10	1.00	33	40
Central Life, Ill.	10	...	7	..
Cent. States Life	5		2 1/2	
Columbian Nat.	100	4.00	80	90
Colonial Life	100	12.00	225	250
Commonw. Life	10	.15	17	19
Conn. Gen. Life	10	.80	25	26 1/2
Cont. Assurance	10	2.00	35	37
Cont. Am. Life	10	1.20	28	31
Farm. & Traders	100	12.00	210	225
Fed. Life, Chgo.	10		6	10
Girard Life	10	.40	9	11
Great Nor. Life	10		4	7
Great South. Life	10	2.50	15	20
Kan. City Life	100	16.00	375	425
Life & Cas., Tenn.	2		8	9 1/2
Life of Va.	20	3.00	73	80
Lincoln National	10	1.20	24 1/2	26
Mo. State Life	10		1 1/2	1
Natl. Life & Ac.	10	1.60	50	55
New World Life	10	.40	5 1/2	6 1/2
Northw. National	5	.60	11 1/2	12 1/2
North Amer.	2		2 1/2	3 1/2
Ohio National	10	1.00	24	28
Ohio State Life	10	1.00	22	26
Old Line Life	10	.60	10	11 1/2
Old Rep. Credit	1	.05	3/4	1 1/4
Pacific Mutual	1		1 1/2	2 1/2
Pan. Amer. Life	10	.50	15	17
Peoples Life, Ind.	10	.60	20	..
Philadelphia Life	10		3	4
Prot. Life, Ala.	10	.60	14	..
Prov. Life, N. D.	10	.80	11	..
Rockford Life	10	...	4	8
Sun Life, Can.	100		440	470
Travelers	100	16.00	432	440
Union Central	20	.80	30	..
United Life & Accident	20		4	6
Wisconsin Natl.	10	.50	16	18

KUFFEL HEADS INSURANCE CLUB

The Insurance Club of Chicago at its annual meeting unanimously chose W. F. Kuffel, Phoenix of Hartford, to head the organization for the coming year. Mr. Kuffel has been an active member of the club for some time and is a conscientious worker. He is a graduate of Armour Institute of Technology and

THE DOMINION LIFE ASSURANCE COMPANY

Head Office: Waterloo, Ontario

GRATIFYING RESULTS FOR THE YEAR 1937

ASSETS Increased by	\$3,030,712
(and now total \$36,789,657)	
POLICY AND ANNUITY RESERVES	
Increased by	\$2,773,841
(and now total \$30,414,378)	
INSURANCE IN FORCE (including Deferred Annuities)	
Increased by	\$8,916,634
(and now stands at \$172,936,447)	
NEW INSURANCE (including Deferred Annuities)	
PAID FOR AND REVIVED	\$23,207,536
(Increase, exclusive of group insurance, \$1,595,240)	
PAYMENTS TO POLICYHOLDERS AND BENEFICIARIES TOTALLED	\$2,725,434
(70% of this amount was paid to living policyholders)	
SURPLUS, CONTINGENCY RESERVES AND CAPITAL	\$1,747,701
RECEIPTS EXCEEDED DISBURSEMENTS BY	\$3,832,689
TOTAL INCOME FOR THE YEAR WAS	\$8,354,117

A complete annual report showing the Company's record of achievement in 1937 will be ready for distribution immediately after the annual meeting of the Company, February 11th, 1938.

DETROIT
2724-6 Union Guardian Bldg.
F. W. SIMPSON, Manager

LANSING
800-801 Olds Tower Bldg.
ROY G. NOWLIN, Manager

CENTRAL LIFE INSURANCE COMPANY OF ILLINOIS

A LIMITED NUMBER OF EXCEPTIONAL GENERAL AGENCY OPPORTUNITIES

AVAILABLE IN

MICHIGAN and OHIO

ALFRED MAC ARTHUR, President

211 WEST WACKER DRIVE
CHICAGO, ILLINOIS

PEANUTS

Two million seven hundred thousand Southern acres last year brought the South nearly 45 million dollars in return for one and a quarter billion pounds of peanuts.

This year, as well as last, the peanut crop will continue to contribute to the steadily increasing average earnings of the Liberty National Agent. Intelligent use of training courses and successful sales aids enables him to take increasing advantage of growing Southern income.

LIBERTY NATIONAL LIFE INSURANCE COMPANY

BIRMINGHAM

ALABAMA

FRANK P. SAMFORD, President

Aggressively Developing State of Illinois Offering Unusual Agency Opportunities

Liberal First Year Commission and Non-forfeitable Renewal Commissions

Assistance in the Field

Home Office Co-operation

GLOBE LIFE INSURANCE CO. OF ILLINOIS

WM. J. ALEXANDER, President

An Old Line Legal Reserve Company—Established 1895
40 Years of Continuous Faithful Service
to Policyholders

Writing Complete Line of Modern Policies with
All Standard Provisions

Ages (0-60)

Double Indemnity — Disability — Non-Medical
Modern Juvenile Contracts Full Benefits Age 5

WRITE US TODAY FOR PARTICULARS

431 South Dearborn Street

Chicago, Illinois

We do not compete with our own General Agents

BUT —

We have some open territory in western
Pennsylvania, Northern New Jersey, Vir-
ginia, Indiana, and other points.

For men of General Agency calibre we have
a worth while General Agent's Contract.



Philadelphia Life Insurance Company

111 North Broad Street
Philadelphia, Pa.

was an engineer for the Chicago Board for 12 years. He joined the Phoenix last October. Other officers elected include: Vice-presidents, Peter Eriksen, assistant manager Underwriters Service; R. E. Baker, office manager Hartford Accident, and E. S. Rappaport, assistant manager Pacific Mutual Life; treasurer, H. F. Hunter, engineer Chicago Board; secretary, Robert Lutz, Springfield Fire & Marine, and librarian, George P. Stahl, engineer Chicago Board. Directors are: Charles Uplegger, L. A. Rose & Co.; Joseph Falk, Standard Casualty & Surety, and W. W. Gillespie, agency manager Mutual Trust Life.

Following the election, Mr. Eriksen gave a short history of the fire associations, outlining their various functions. It was unanimously agreed that member dues would be \$4 per year. Heretofore they have been \$5. Prof. J. E. Finnegan of the fire protection engineering department, Armour Institute, will speak at the February meeting.

MORE LARGE POLICIES SOLD

A manager, in reviewing the business of his agency, noticed a greater number

of large policies than usual. In commenting on insurance being taken, he said that more people are interested in retirement plans, especially as so much has appeared in the papers regarding social security, unemployment insurance etc. Then he said considerable insurance is being taken out in the way of a "competitive investment." He meant by this that a man feels that, taken altogether, in view of great fluctuation in values, life insurance remains stable and therefore he wants to buy sufficient life insurance as a pocket for a reserve fund. After all, he regards life insurance as the least fluctuating type of investment—something that is always at par. In the long run, he figures that what he puts into life insurance will probably give him the greatest amount of satisfaction and the best return.

CHICAGO PRODUCTION FIGURES

Ordinary life sales in Chicago in December totaled \$35,392,000, as compared to \$33,477,000 for November, it was estimated by Miss Joy M. Luidens, executive secretary Chicago Association of Life Underwriters.

GENERAL AGENCY NEWS

Buffalo General Agency Meet

J. Harry Wood from the John Hancock Mutual Head Office, Spoke to Percy Lapey's Organization

BUFFALO. — The regular annual meeting of the Buffalo general agency of the John Hancock Mutual Life was made the occasion of a birthday dinner party for Agent Ralph Mowry, who was 79 years old Jan. 15. Mr. Mowry, who has been associated with the Buffalo since 1910, was presented with a leather booklet containing an original poem and inscribed by all those present.

General Agent P. G. Lapey was toastmaster and introduced J. Harry Wood, manager of general agencies, who brought the greetings of the home office. Congratulating Mr. Mowry on his years of service, Mr. Wood referred to a statement made recently by a prominent student of business, that balanced against the marvelous progress made by business over the past few years is one serious loss—the loss of romance.

Has Seen Romance of Life Insurance

"He excepted only one business from this rule," said Mr. Wood, "and that was life insurance. The man we honor here tonight is one of that band of servants of life insurance who have kept its romance alive. His is the immeasurable wealth of the spirit which comes to every man who has made his community a better place, whose efforts have sent many a boy and girl to a bright destiny, given pride and courage to countless widows—averted tragedies, many of which he knew nothing of. He has the tremendous satisfaction of knowing that every dollar he has earned during his long career has been a constructive dollar."

Rochester Agency Celebrates

Members of the Rochester, N. Y., general agency of the John Hancock held their annual dinner and presented General Agent F. S. Baxter a special writing of \$200,000. A. J. Klutz, supervisor, acted as toastmaster.

Greetings of the home office were presented by J. Harry Wood, manager of general agencies. "It is gratifying," said Mr. Wood, "to see your agency putting into practice a sales technique in tune with the times. Sales methods are constantly changing and must continue to change to meet changing conditions."

PAVE THE WAY—An accident policy sale is the easiest way to get acquainted with your prospect and pave the way for other lines. For suggestions that sell read *The Accident & Health Review*, A-1946 Insurance Exchange, Chicago. Sample 10c.

Spiller Hicks' Agency Annual

Richmond, Va., Office of the Provident Mutual Had Vice-president Wise and Nelson A. White as Guests.

Vice-president Willard Wise and Advertising Manager Nelson White of the Provident Mutual Life were the headliners at the annual meeting and dinner of the Spiller Hicks agency of Richmond, Va.

Mr. Wise struck a responsive chord when he said: "The greatest service any life company can render to the insuring public is the service of a well qualified agent. The agent is most important. The agent's job and mine is to get business, and the writing of business must go on." Mr. Wise stated that many Provident agents have already achieved excellent results by the use of the company's ten-a-month plan. He complimented James K. Dunlop of Richmond, who recently adopted the plan and has already paid for five cases totaling \$57,500.

Mr. White's Observations

Mr. White stated that the new direct mail plan will be centered around personal advertising and prestige building for each agent in his territory, "Concentration" not "Scatteration." He stressed the new post-approach letters and introduced "Futures," a new magazine for agents. He announced that, in response to many requests, President Linton had authorized that a copy of his recent book, "Life Insurance Speaks for Itself," be placed in public libraries where the Provident Mutual has local representation.

"What does the Provident Mutual think of college men?" Mr. White was asked, and he replied: "Your own agency answers that question." A check-up showed that the Richmond agency has three graduates of Virginia Polytechnic Institute, one representative each from Emory & Henry, West Virginia University, University of Pennsylvania, Ohio Wesleyan, Duke University and Haverford College.

The Spiller Hicks agency covers all of Virginia, including Richmond and the entire western part of the state, also Huntington, Charleston and the coal fields of West Virginia. The agency made an enviable record in 1937 by showing a 55 percent increase in paid for sales over 1936. Beginning with December, 1936, the agency has maintained a record of

13 consecutive plus months in paid-for. Every active full-time agent exceeded his 1936 paid-for. Seven full-time agents qualified for Mr. Wise's \$100,000 Plus Club.

Prizes Were Presented

Mr. Wise presented the bronze plaque to W. Earl Gaunt, agency leader. Mr. Gaunt exceeded his 1936 paid-for by 74 percent with 50 lives and a first year lapse rate of 7.2. Mr. Gaunt said: "I enjoy doing things for people. As I see it, my job is helping people and the more insurance I sell, the more people I help." In February he will attend the Provident Leaders Club convention in New Orleans.

C. D. (Dusty) Rhodes, former V. P. I. football and basketball coach, a second-year man, was runner-up. Mr. Rhodes said: "In football I learned to keep my ears and eyes open and watch for the breaks. The same methods help me in life insurance. I like obstacles because they keep me awake to my opportunities."

P. G. Cosby enjoyed a perfect first-year lapse rate, losing none. Mr. White presented Mr. Cosby a gold 20-year service pin. Mr. Cosby said: "When they can't pay, I walk away; that's the job for the F. E. R. A." Alan Greenspon had a lapse rate of 0.9 percent.

Vice-president Wise closed his address saying: "A business man who is socially minded, if he wishes, can have the world following him."

Union Central Home Office Agency Makes Big Gains

Paying for \$803,000 in December, the home office agency of the Union Central Life, Cincinnati, under General Manager Judd C. Benson, showed large gains over 1936 in three important phases of its work. A gain of 32 percent or \$1,591,477, was made in paid-for production, a 38 percent gain or \$1,393,078 was registered in paid for life

insurance, and there was a 40.6 percent increase in commissions.

Seven members of the home office agency attended the joint meeting of the Union Central's \$250,000 and \$500,000 Clubs at Havana. Two of the Cincinnati delegation, John C. Sebastian, who led the agency with \$850,692 of paid business in 1937, and Mrs. Irene P. Monfort, who paid for \$618,773 last year, were members of the \$500,000 Club. Mrs. Monfort was the only woman to earn membership in that highest Union Central production club.

DeBarry & Williams Active

Chicago Agency Now Has 100 Counties in Illinois for the Lincoln National Life—Annual Meeting Plans

The DeBarry & Williams agency of the Lincoln National Life in Chicago has been allotted the 24 counties of the Peoria district in Illinois, which now gives it 100 counties in the state. This agency has offices at Rockford, Decatur, Springfield, and now will have an additional office at Peoria, as well as agents scattered throughout the state. The Lincoln National has been represented continually for more than 20 years in the down-state territory, and it is the plan of DeBarry & Williams to give superior service to agents and brokers throughout the state.

An advertising campaign is being carried on constantly in the down-state as well as the Chicago papers. Active field service is constantly calling on agents and giving aid and instruction to new agents. L. A. Williams of the firm states that in a few months the agency expects to have the representation completed in advertising service in every county in the state.

The DeBarry & Williams agency meeting will be held Feb. 10 at the Pere Marquette Hotel in Peoria, at which time A. L. Dern, superintendent of agents,

will be in attendance. A fine array of talent has been provided for a full day's session. Brokers and agents from throughout the state are expected to be present. Sixteen agents from the Chicago office will attend.

Marion, O., Agency Rewarded

The Marion, O. agency of the Ohio State Life was presented with the distinguished service plaque, which it won in the recent campaign in honor of President Claris Adams, at a meeting. The Marion agency ranked second among all the agencies of the company in the volume of insurance written in 1937, being exceeded only by Pittsburgh. The plaque was presented by President Adams, and others from the home office who attended the affair were, C. E. Schilling, vice-president and medical director, and Frank L. Barnes, agency vice-president. A two day school was held at Marion with W. V. Woollen, superintendent of agencies, C. E. Herron, associate medical director, C. L. Peterson, associate counsel and George O. Tomlins, accident department manager, as the instructors.

Gets Two to Grow On

DETROIT—Agents of the Detroit branch of the Sun Life of Canada celebrate Manager Ernest W. Owen's birthday on Jan. 19 each year by presenting him with felicitations in the form of at least one policy for each year of his life. This year they managed to rate him up a bit and gave him two to "grow on" with a total of 61 applications. Mr. Owen has been with the Sun Life 31 years.

White Agency Congress

The William A. White agency of the John Hancock Mutual Life in Newark will hold a sales congress Jan. 31. Allen Kline of the home office agency department will be in charge of the meeting. "Readjustment Plans" is the theme. J. Bruce MacWhinney, associate general agent will be one of the speakers. The meeting will be followed by a dinner.

Celebrates Fifth Anniversary

The western Kansas agency of the Northwestern Mutual Life, headed by H. W. Laffer, general agent, celebrated its fifth anniversary with a two-day meeting in Wichita. W. W. Lundgren, assistant director of agencies, represented the home office.

Production prizes for the past year were awarded. The leaders were I. C. Renfrew of Hutchinson, H. C. Hill, D. B. Rankin, Frank L. Hill, M. L. Sallee, L. E. Clemons and Craig Kennedy.

Veterans of the agency also were honored, including P. M. Anderson of Wichita with over 50 years; J. N. Floyd, Arkansas City, 25; A. P. Reece, Pratt, I. C. Renfrew, Hutchinson, F. H. Templeton, Great Bend, and H. W. Laffer, Wichita, 20; H. F. Weelborg, Miltonvale and T. W. Wiltrot, Jr., Norton, 10; and R. T. Reed of Wichita and H. E. Crooks, Salina, 15.

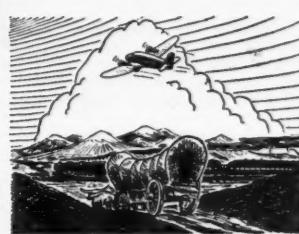
Old Men Compete With New

The Seattle agency of the Northern Life is staging a competition between the "new" and "old" term agents. The Stem-Winders (new men) have challenged the Go-Getters (older men) to a contest ending Feb. 17. "Major" George Overton is directing the Go-Getters, and the Stem-Winders are under "Major" Ross Chastain. The winners are to have turkey while the losers must partake of beans.

Fischer, Mallon Visit Agencies

Chester O. Fischer, vice-president of the Massachusetts Mutual Life, and Lloyd Mallon, agency assistant, visited the Biggs-Darby agency and the Davies agency in Baltimore.

Mr. Mallon also attended the annual meeting of the Charleston, W. Va., agency where C. Warden Pippen is the general agent. Three loving cups were awarded during the meeting in Charles-



The Spirit of Saint Louis

The Saint Louis Mutual Life Insurance Company has expressed the Spirit of Saint Louis in over three quarters of a century of sound operation. We have experienced the change from slowly moving caravans to the spanning of the continent in a few hours. Developments have found us alert and ready; nevertheless, remaining faithful to our trust of preserving the priceless qualities of conservatism and safety. A balanced responsibility always maintained.

There is a better future in a company with a good past.



SAINT LOUIS MUTUAL Life Insurance Co.

ST. LOUIS, MISSOURI

F. H. Kreisemann, President

Maybe there's extra cash for you in this too

Many general agencies are discovering the possibilities of Accident Insurance as an Agency Builder . . . Others have not yet investigated fully its cash returns for their agencies.

Why not look into it?

Let us send you, without obligation, a folder that gives the facts. It was prepared by James E. Powell, Agency Vice President in charge of our Accident Department, from his recent address before the Tennessee Association of Insurance Agents.

Address the

Accident Department

PROVIDENT Life and Accident Insurance Company

Chattanooga, Tennessee

ton, closing a sales contest. The first cup was won by the Charleston agency, in competition against the Louisville agency. The second cup went to B. Frank Marlowe, for the greatest number of lives insured during the contest period, and W. McKinley Scott was awarded the cup for the largest premium volume.

Colson's First-Year Record

P. A. Colson completed his first year as manager of the southern Georgia and Florida department of the Reliance Life with a gain of 70 percent in volume over the 1936 record of the department. The paid life volume was \$4,500,000 and the paid commuted volume was \$5,000,000. Of this business, \$1,000,000 came from new organization. The department exceeded its quota by 50 percent and has accepted a quota for 1938 of \$4,250,000. Twenty-one men qualified for the \$100,000 club. The department now has more than \$25,500,000 insurance in force.

Mr. Colson started as an agent in Mississippi in 1921. Four years later he was transferred to Omaha as manager. In 1927, he went to the home office agency as assistant manager. Five years later he went to Cleveland as Ohio state manager and in January, 1937, was transferred to Jacksonville.

Collins at Columbus, O.

Charles F. Collins, assistant superintendent of agencies of the New England Life, spoke at a dinner meeting of the Columbus, O., agency. Paul M. Smith, general agent, was in charge.

St. Louis Cashiers Elect

L. E. Miller, branch secretary of the Sun Life of Canada, has been elected chairman of the Cashiers Club of St. Louis, which now includes in its membership the male office managers and cashiers of 20 of the leading St. Louis agencies.

E. A. Roberts, vice-president and general counsel of the Minnesota Mutual Life, will leave the end of January for a month's trip through western Canada and the Pacific Coast states. His trip through Canada will be as president of International Gyro while his tour of western states will be on company business. Mrs. Roberts will accompany him.

NEWS OF LIFE ASSOCIATIONS

Irving Is Named President

Canadian Association Holds Annual Meeting in Toronto — Stress Higher Sales Standards

TORONTO.—At the annual meeting of the Life Underwriters Association of Canada, progress in raising the standards of salesmen and in eliminating unethical practices was reviewed. Shelton F. Muter, Kitchener, Ont., who was president for the past year, was elected honorary president, and A. J. Irving, Saskatoon, was elected president. F. C. Hoy, Toronto, was named chairman of the board of directors. Other officers elected are:

Provincial and district vice-presidents: K. G. MacKenzie, New Westminster, B. C.; Robert Hill, Edmonton, Alta.; J. W. Craise, Regina, Sask.; W. McLandress, Winnipeg; F. J. Glabais, Sudbury, Ont.; W. Preston Gilbride, London, Ont.; I. P. McNabb, Toronto; J. Cooper Smeaton, Montreal; E. Germain, Quebec; W. J. Dalziel, Moncton, N. B.; W. P. Moore, Halifax, N. S.; A. R. McInnis, Charlotteton, P. E. I.

The honorary treasurer is J. C. Ross, Toronto; honorary secretary, C. V. Earl, Toronto; C. L. U. registrar E. N. Jory, Toronto; chairman C. L. U. executive council, H. M. Tory, Toronto; chairman membership committee, V. C. Hale, Hamilton, Ont.

Directors are: H. C. Henderson, Toronto; J. Vivian, Brantford, Ont.; B. Vise, Toronto; E. L. Sackville, Peterborough, Ont.; C. F. Dunfee, Toronto; W. Ryrie Smith, Toronto; F. Robinson, Montreal.

Atlanta Congress Successful

ATLANTA.—The sales congress of the Georgia Association of Life Underwriters was a great success. Speakers included O. Sam Cummings, president of the National association; Jack Lauer, chairman of the Million Dollar Round Table, and C. J. Zimmerman, secretary of the National association. Carlton E. Stevens, president of the Georgia as-

sociation, and other state leaders were present. Charles Chalmers, president of the Atlanta association, was in charge.

Honor Past Presidents at Detroit Association Meet

DETROIT.—The past presidents of Qualified Life Underwriters of Detroit were honored at the annual past presidents' luncheon, with Vice-president J. H. Kennedy, Equitable Society, as toastmaster. Twelve former executives of the association sat at the speakers' table and responded to toasts.

Those who spoke, and the years in which they served as president, were: William Van Sickle, retired (1902-1903); Francis C. Campbell, retired (1906); Ernest W. Owen, manager Sun Life (1916); H. B. Salotte, retired (1918); Robert M. Ryan, manager Equitable Society (1919); Nathaniel Reese, state agent Provident Mutual (1921); Milton L. Woodward, agency director Mutual Benefit (1923); Donald T. MacKinnon, Provident Mutual (1929); Thomas F. O'Keefe, general agent Connecticut General (1931); Charles A. Macauley, state agent John Hancock Mutual (1932); F. Jean Little, Massachusetts Mutual (1933); H. B. Knaggs, New England Mutual (1935).

Award St. Louis Diplomas

ST. LOUIS.—Diplomas were awarded to 116 men and women, including some outstanding producers, for having successfully completed the 12 week life insurance school which was conducted by the Life Underwriters Association of St. Louis and the General Agents & Managers Association. Adam Rosenthal, president of the Life Underwriters Association, presided at the presentation.

The certificates were presented by Frank M. See, general agent New England Mutual Life, who was director of the school, while Frank Vesser, Reliance Life, as president of the General Agents & Managers Association presented special awards to the outstanding graduate in each agency.

Paul Speicher, Research & Review Service, spoke.

Virginia Association Elects

Lewis I. Held, Richmond agent of the Northwestern Mutual Life, has been elected president of the Virginia Association of Life Underwriters, succeeding W. M. Brooks, Sun Life of Canada, Richmond. Mr. Held announced the appointment of St. George Grinnan, Equitable Society, Richmond, as secretary-treasurer of the association.

Five vice-presidents were elected as follows: E. D. Calhoun, Roanoke; W. W. Bridges, Danville; E. B. Felde, Lynchburg; E. W. Fenn, Newport News; Lloyd Grove, Norfolk. Directors are: A. Braden Diggs, Richmond; Ralph Fralin, Roanoke; J. A. Patterson, Danville; L. A. Wallace, Lynchburg; F. O. Rouzle, Newport News.

Birmingham Stages Congress

BIRMINGHAM, ALA.—President O. Sam Cummings and Secretary C. J. Zimmerman of the National Association of Life Underwriters were among the headliners at the Birmingham association's annual sales congress. Some 300 agents attended.

Jack Lauer, chairman of the Million Dollar Round Table, in his talk on "What Is the Difference?" advised agents to "keep yourself before prospects, so that they will have to stumble

Pave the Way—An accident policy sale is the easiest way to get acquainted with your prospect and pave the way for other lines. For suggestions that sell read *The Accident & Health Review*, A-1946 Insurance Exchange, Chicago. Sample 10c.

over you when they get ready to buy insurance. Keep pushing on and do not relax because you happen to put over a good one," he declared.

The agents were welcomed by M. A. Davidson, chairman of the sales congress. President Houston LaClair presided at the morning session and Vice-president O. L. Mims in the afternoon. The agents were luncheon guests of four local companies, Protective Life, Liberty National Life, Southern Life & Health and American Life.

Frank Fitts, veteran agency manager and personal producer at Tuscaloosa, Ala., spoke on "Motivation."

Sales School at Davenport

DAVENPORT, IA.—A life insurance sales training school, open to all Davenport underwriters, will start Feb. 7. It will be sponsored by the Davenport Association of Life Underwriters and the General Agents & Managers association. The school will consist of one two-hour meeting a week from Feb. 7 through May 9. Classes will be conducted by local men. Merle Van Epps is general chairman.

St. Paul—In well prepared display advertisements run in St. Paul newspapers the St. Paul association is telling the public its story.

"Its function is to sponsor the better education of the agent and to uphold a high standard of ethics in the dealings of the underwriter with his client," the statement reads. "Its relation to life insurance is similar to that of the bar association to law and the medical association to medicine." Appended are the names of more than 100 members of the association.

Tulsa, Okla.—Bert C. Nelson, Northwestern Mutual Life, Milwaukee, spoke at a special dinner meeting.

Laconia, N. H.—William F. Grof, district manager at Concord, N. H., for the John Hancock Mutual Life, was guest speaker at a meeting held at Winnisquam, N. H.

Ann Arbor, Mich.—Fred Youngblut was elected president of the Washtenaw country association succeeding George Rinsey. Warren Cook was elected vice-president and Miss M. M. Lichtenauer, secretary-treasurer.

Jackson, Mich.—An hour of questions and answers on life underwriting problems was conducted by Sam Goldfarb, Equitable Society, at the January meeting. Forrest Patch, tax counsellor, who was with the internal revenue department for nine years, will talk on federal and state taxes in their relation to life insurance at the February meeting.

Indianapolis—W. T. Earls, New England Mutual Life, Cincinnati, spoke.

Columbus, O.—Miss Clara McBreen of Cincinnati will speak Jan. 28 on "What Can a Woman Tell Us About Selling Life Insurance?"

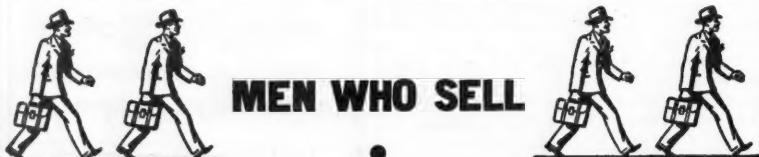
Boston—Vice-president F. H. Haviland of the Connecticut General, who is in charge of the agency department, spoke this week on "The Gift of Selling."

Chattanooga, Tenn.—T. J. Huey, superintendent Prudential, and E. A. Raughley, both of Birmingham, spoke.

Nashville—W. H. Browder, Penn Mutual Life, was elected president to succeed J. Rogers Hull. Mr. Hull, manager of the Mutual Life since 1835, has been appointed assistant superintendent of agencies at the home office in New York.

The day of the life insurance "peddler" and "part-timer" who took a rate book and pestered his friends and acquaintances during his spare time has passed in the opinion of O. Sam Cummings of Dallas, president of the National association, in his talk here.

Salt Lake City—The plan of having representatives of different life companies furnish monthly programs has been successful. At the January meeting, sponsored by the Kansas City Life, with Ernest Halvorson, general agent, in charge, speakers included Dr. E. W. Browning, a former dentist, who spoke on "Selling the Professional Man." John G. McQuarrie, former insurance commis-



Designate the ROCKFORD LIFEMEN—Why?

Because they are making SALES virtually every day. They have a policy for every need (from one year renewal term to 10 year endowment) and an amount for every purse (from \$100 to \$100,000). Investigate why our field force is growing rapidly.

Rockford Life Insurance Company

Francis L. Brown, President
Rockford, Illinois

Out of the leading 300 companies in the United States and Canada, the Colonial stands among the first 20 on the basis of number of policies in force.

OVER 112 MILLION IN FORCE

The Colonial
Life Insurance Company
Of America
Incorporated 1897

Ernest J. Heppenheimer, Pres.

Home Office—Jersey City, N. J.

Charles F. Nettleship, Vice-Pres.

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sioner, discussed "The Insecurity of Mutual Aid Insurance." On April 4, President O. Sam Cummings of the National association, will conduct a sales congress under the auspices of the Salt Lake, Ogden and Cache Valley associations. The committee on arrangements is headed by Carl R. Marcusen, president Pacific National Life. The Equitable Society will sponsor the February meeting.

Minneapolis—A six weeks seminar for life insurance agents in Minneapolis began Jan. 28 and continues through March 4. H. J. Cummings, vice-president Minnesota Mutual, opened the course. Other lecturers will be: Feb. 4, O. B. Anderson; Feb. 10, J. Walker Godwin, Northwestern Mutual Life; Feb. 18, L. W. LaBounta, general agent, Penn Mutual Life; Feb. 25, Louis Gross, general agent, State Mutual Life; March 4, Arthur Hustad, of the White & Odell agency. Meetings are held each Friday from 4 to 5 p. m. at the Radisson hotel.

Marshalltown, Ia.—A round table discussion on "How Life Insurance Solves the Family Problem" was conducted at the monthly luncheon meeting.

Detroit—The annual sales congress of the Qualified Life Underwriters of Detroit will be held March 9. Abner A. Head, manager Bankers Life of Iowa and general sales congress chairman, has announced. National President O. Sam Cummings will be one of several nationally known speakers on the program.

Toronto, Can.—G. D. Conant, attorney general of Ontario, spoke on "New Aspects of Insurance." Frank A. Buck, the new Toronto president, has been with the Metropolitan Life for 38 years. He became manager in Montreal 25 years ago. He now has one of the most interesting agency organizations in Canada. He served as vice-president both of the Montreal and Toronto associations.

Wichita, Kan.—A six page program has been printed with a list of officers, committee chairmen and members. On Feb. 12 a program on "Making Good Plans, Then Go into Action," will be arranged by the Farmers & Bankers. On Feb. 26, "How to Manage You, Inc." will be presented by Lincoln National members.

Fort Smith, Ark.—Foster Vineyard, assistant Little Rock general agent Aetna Life, spoke.

Peoria, Ill.—Life insurance simply means that producers are pooling their interests to guarantee protection for dependents, N. K. Allison, manager of Connecticut General Life at Chicago, asserted. Mr. Allison was introduced by G. Y. Haviland of the Connecticut General in Peoria.

Stanley S. Marshall, superintendent of the Prudential, was honored for his 30 years of service with that company by being presented with a life-time fountain pen. The presentation was made by James W. Ross, secretary. Announcement was made of the annual stag to be held in February. The meeting was in charge of Hugh Shaw, president.

INDUSTRIAL

New Haven Man Disabled

Aurelio Guerrieri, superintendent Prudential in one of the New Haven (Conn.) districts, has been out for the past six weeks because of illness. Robert Hamson of the home office is in charge.

Metropolitan Life Changes

The Metropolitan Life has made several changes in its New England offices. Louis LeMay, formerly manager at Fall River, Mass., goes to Nashua, N. H.; Thomas M. Murphy, manager at St. Johnsbury, to manager for the East Boston district; William Martens, manager in Somerville, Mass., to the Boston metropolitan office; E. T. Collagen, manager at New Britain, Conn., to Somerville; Ray Shepard, manager at Westfield, Mass., to New Britain, Conn.; Arthur Maddelana, manager at Gloucester, Mass., to Westfield. Philip Tucker becomes manager at Fall River. Albert St. Laurent is promoted from assistant

manager to manager at St. Johnsbury, Vt. Louis Stern, field educational supervisor at New Haven, Conn., goes to Gloucester as manager. The Naugatuck (Conn.) district is being discontinued. Part of it will be handled from Waterbury and part of it from Derby, Conn.

Appointments in Canada

The Metropolitan Life announces the following appointments: A. L. Macdougall, formerly of Toronto, to be manager at Timmins, Ont., succeeding L. Denommie, who has been transferred to Windsor, Ont.; W. A. Murphy, formerly a supervisor in western Canada, to be manager at Fort William, Ont., succeeding J. E. Robinson who has been transferred to Toronto; Eric J. Pope, formerly of Ottawa, as manager at Barrie, Ont.

succeeding E. J. Ryan, who has been transferred to Toronto.

Honor A. F. Sommer

A. F. Sommer, senior manager for the Metropolitan Life in Cincinnati, who has retired, was given a farewell dinner by his staff and was presented with a silver plaque.

Eighty managers from Ohio, West Virginia, Indiana, and Kentucky tendered Mr. Sommer a testimonial dinner at which they gave him a silver cocktail service. W. H. Shepherd, territorial superintendent of agencies, and H. S. Wyatt, agency supervisor, New York, represented the home office.

Mr. and Mrs. Sommer and their daughter are leaving the end of the month on a two month South American cruise.

by the lawyers of the state but will again be opposed by real estate, insurance and trust interests.

Appeal Commissioner's Ruling

NEWARK—The New Jersey supreme court has been requested to set aside a ruling which was made by former Commissioner Withers, which disapproved life insurance policies providing for payment of 6 percent interest in advance on policy loans. The Columbian National Life has declared the regulation was an unlawful attempt to legislate. It is contended that the order disapproved a form of insurance submitted by the company which the former commissioner previously had approved. The order was made last September. Counsel for the insurance department states that collection of interest in advance at the highest legal rate constituted usury under the New Jersey law.

Deposit Bill in Kentucky

FRANKFORT, KY.—Senator Atkinson has introduced a bill setting up deposit requirements for domestic life companies. Such companies under the bill are required to have on deposit in Kentucky and other states an amount equivalent to the par value of their capital stock, the maximum deposit required being \$500,000.

ACCIDENT AND HEALTH FIELD

Should Shed Stepchild Role

W. O. Badger Tells N. Y. Club A. & H. Must Grow to Escape Present Status

NEW YORK—The accident insurance business, while the mother of all casualty lines, is now, because of the comparatively small volume of premiums, treated in most associations of companies as the stepchild of the casualty business and unless the premiums volume is considerably increased by the educational campaign now being conducted by the accident companies will probably continue to be so treated. William Otis Badger, insurance attorney, said in his address before the New York Accident & Health Club.

Mr. Badger said that one cloud on the horizon for casualty companies writing accident business has been removed by the insurance department's willingness to change the provision in the proposed insurance law revision which would have barred casualty companies from writing noncancelable disability insurance although permitting life and purely accident and health companies to write it. The casualty companies are not particularly interested in this form of coverage at the present but if they should be in the future would not want to be prevented from issuing it.

Praises Club's Function

Mr. Badger praised the accident and health club, calling it a necessary adjunct to the business to allay the bitterness engendered by intercompany competition and offset the whispering campaigns always present in competitive business.

Touching on other casualty developments, Mr. Badger predicted that the companies would be faced with a proposal for a compulsory automobile liability insurance law in New York state when the committee headed by State Senator Berg of New York City should make its report. He doubted that the proposal would include organization of a state fund.

Another ominous situation facing the casualty companies has worked out satisfactorily, he said. Recently the appellate division held that a girl working in the booth of a motion picture theater and falling on the street could recover under the workmen's compensation law on the theory that she was afflicted with an occupational disease. Casualty men generally felt, said Mr. Badger, that if this ruling were sustained all casualty companies writing compensation would be forced to go out of the field and leave the state fund in sole possession. On Jan. 11, however, the court of appeals unanimously reversed this ruling and refused to extend the occupational disease clause further than it is understood at present.

New officers were installed by Mr. Badger. They are L. W. Winslow, Fireman's Fund Indemnity, president;

E. H. O'Connor, United States Casualty, T. A. Beirne, Massachusetts Accident, and W. P. Hammer, Metropolitan Casualty, vice-presidents; W. F. Casey, Accident & Casualty, secretary; I. C. Kick, London & Lancashire Indemnity, treasurer; S. J. Graf, Metropolitan Life, assistant treasurer.

Mr. Winslow has for the last three years conducted the educational program of the Accident & Health Club with marked success. He has had a wide experience in the accident and health field, beginning with the Aetna Life in 1907. Hugo Henn, Indemnity of North America, the retiring president, was highly commended for his successful administration.

Massachusetts Indemnity Is Limiting Monthly Indemnity

On and after Feb. 14, the Massachusetts Indemnity announced, it will accept no applications for indemnity exceeding \$200 per month. Experience has shown, the company officials state, that only about 4 percent of the total number of policies issued in 1937 were in excess of \$200 monthly. However, higher selection standards required on risks exceeding \$200 a month often made necessary reduction in amount applied for. In many cases it was found subsequently there was an unfavorable reaction on the part of the applicant which resulted in loss of the entire sale.

N. J. Insurance Men Follow Adjuster-Bar Issue

NEWARK—Casualty people are anxiously awaiting Vice Chancellor Berry's decision in the case of Walter D. Ullrich of Atlantic City, who is charged by the New Jersey Bar Association with "practicing law unlawfully" in that he appears before commissions, draws legal papers, gives advice and does adjust claims.

The matter has reached such a point that the Workmen's Compensation Bureau of New Jersey and the New Jersey Association of Underwriters have joined forces in fighting the matter, as it is felt generally that it will affect their business.

Fire and life insurance adjusters are watching the matter closely but will not take any action until the chancery court decision is made.

For the past several years there has been a measure introduced in the New Jersey legislature, which would practically prevent a life insurance agent from setting up a trust fund for his prospect, through life insurance, as it has been contended by the various bar associations of the state that it is practicing "law without a license."

This measure has been "referred to the committee" on both occasions but the measure will again be introduced this year. The measure has been pushed

STEP UP YOUR SALES WITH CADA BANKS



THIS "RECESSION BUSTER" WILL MULTIPLY YOUR COMMISSION CHECKS

Cada's adjustable coin slot operates the bank with 10c—15c—25c or 50c each day.

The automatic calendar control encourages your client to "keep up-to-date." It makes it easy for him to pay, thus making your sales easier and larger.

A. A. R. of Nashville writes: "I would rather forget my rate book than to make my calls without a Cada Bank."

Reliable field-proven Sales Plan Free with your first order.

Send Coupon or Write

CADA SALES SERVICE,
508 South Dearborn Street,
Chicago, Illinois.

Please send me Cada "Coin-A-Day" banks and sales plan. I enclose \$1.00 per bank. (Special Sample Price.)

Name

Address

City and State

VIEWED FROM NEW YORK

By R. B. MITCHELL

PHOENIX MEN HONORED

In recognition for peculiarly outstanding work in all phases of life insurance selling and servicing, six members of the Sam P. Davis agency of the Phoenix Mutual Life in New York City have been appointed to President A. M. Colleens' field staff for the coming year. They are Adolph Frankel, William J. Huber, H. R. Johnson, I. Austin Kelly III, John H. Kull and S. V. Wright. Appointment gives these men the opportunity to work in closer cooperation with the home office for the improvement and extension of the company's service to the public.

N. Y. CITY SLIGHTLY OFF FOR YEAR

Sales of ordinary life insurance in New York City for December, as estimated by the Life Insurance Sales Research Bureau and released through the New York City Life Underwriters Association were \$53,536,000 as against \$62,867,000 for December, 1936, a decrease of about 15 percent. Comparison of the entire year however, results in a better showing, the figure being \$649,560,000 for the year 1937 as against \$676,466,000 for 1936, a drop of only 3.8 percent. By an odd coincidence, this is exactly the

percentage by which ordinary business for the entire United States, according to the Life Presidents Association figures, exceeded 1936.

Considering that new production in New York City dropped below the worst month of the depression, the 1937 showing as a whole is not a discouraging one. Rumblings of the oncoming recession were felt sooner and more intensely in New York than in the rest of the country but it may be that recovery of life insurance production will similarly precede the upturn in the rest of the nation.

UNLICENSED OPERATOR SENTENCED

Gustav Gold of Flushing, L. I., has been sentenced to serve three months in the work house and to pay a fine of \$500, after having been convicted of selling policies of the United Guardian Life Association which is not authorized in New York. The sentence was imposed by special sessions judges sitting in Kings county.

STUDY SUICIDE TENDENCIES

The possibility of establishing tests to differentiate between individuals with definite suicidal drives which, if unchecked, would lead to attempts at self-destruction and those who merely talk, threaten, or think about killing themselves is indicated in the report of Dr. Gregory Zilboorg, secretary and director of research of the Committee For the Study of Suicide, Inc. The committee was founded a year ago and in cooperation with hospitals and psychiatrists is studying the suicide problem.

Possibility of diagnosis is based on the work of Dr. John Benjamin of the University of Colorado Psychopathic Hospital and his use of the "Rorschach Test." This consists essentially of folding a blob of ink in a piece of paper and getting the individual to tell what the fantastic outlines so produced suggest to him.

DR. COMEAU MEDICAL REFEREE

The appointment of Dr. B. R. Comeau as medical referee for the Prudential with offices at 150 Broadway, New York City, is announced.

He will succeed Dr. P. E. Carlisle, who has been transferred to the home office as associate medical director.

The new medical referee is a native of Norwich, Conn., and he received his medical degree at Yale in 1928. He has been a medical examiner for the Prudential in Brooklyn since 1933 and for several years practiced medicine in that borough, at the same time occupying the position of assistant pathologist of Kings County Hospital.

MYRICK AGENCY MEETING

The J. S. Myrick agency of the Mutual Life in New York City, will have a luncheon and agency meeting Feb. 1 at the Bankers Club in celebration of the company's 95th anniversary. G. A. Patton, vice-president and manager of agencies, will speak, as will Irvin Bendiner of the New York Life in Philadelphia, an authority on business insurance and taxation.

SHOEMAKER AGENCY DINNER

J. F. Tooney, associate general agent of the Fraser agency of the Connecticut Mutual Life in New York City, was a speaker at the dinner of G. P. Shoemaker agency of the Provident Mutual in New York City last week. Other speakers were Mr. Shoemaker, Walter Cross and Ernest Farrington of the Provident home office.

MORE ROUND-TABLE PARLEYS

More emphasis will be placed on round table discussions for the exchange of information on company procedures and methods of meeting common problems, the Midtown Life Managers Association of New York City decided at its Jan-

ary meeting. In the past the custom has been to have a speaker from the association's membership or a home office official.

Horace Wilson, Equitable Society president, pointed out that there are many problems such as the handling of telephone service or apportionment of private offices, for example, on which information might profitably be exchanged, also that it would be useful for managers and general agents to know what other companies will or will not do in the details of handling various angles of insurance. One suggestion was that most of the meetings be given over to round table discussions but that occasionally an outstanding sales manager from some other line of business be invited as a speaker in order that the membership might keep abreast of sales management developments in other fields which might be of value in life insurance.

Mr. Wilson announced the following committee appointments: entertainment: Harold Taylor, Mutual Life, chairman; J. A. McNulty, Prudential; John Campbell, Manhattan Life; and Isadore Freid, membership: Isadore Freid, chairman; S. P. Davis, Phoenix Mutual; and W. L. Boyce, Connecticut Mutual.

DEAF EAR FOR RECESSION TALK

Pessimistic talk, even when masquerading under such fancy terms as "recession," is not going to get very far with anyone in the Recht & Kucher agency of the Northwestern Mutual Life in New York City. The agency has adopted a resolution, suitably inscribed and engrossed, to turn a deaf ear and a cold shoulder to all croakers and calamitous prophets of gloom. The resolution has had a highly stimulating effect in warding off whatever talk may be going around about business being hard to get.

CALLS TWISTING CURB UNWORKABLE

Saying that the proposed section which continues the anti-twisting provision of the present section 60 is unworkable and should be eliminated, C. B. Hartough, independent life agent and a member and one of the founders of the federal grand jury association of the southern district, New York, appeared before the New York insurance law revision hearing last week to urge that all such provisions be omitted from the law.

He pointed out that the first paragraphs of Section 58.3 and of Section 83.35 expressly forbid any forecast as to dividends or shares of surplus, while the second paragraphs of the same sections require complete comparisons in detail as to the gross premiums less any dividends. This is a contradiction which should be eliminated from the law, he said. He cited the appellate division decision in the Legg case, which overruled the former provision aimed at twisters.

Mr. Hartough attacked the concept in the revision that "it shall not be presumed that the insured knew or knows of any of the provisions, terms or benefits contained in any insurance policy or contract." He did not advance any plan whereby twisting might be curbed but took the position that the situation should be clarified by eliminating the anti-twisting provision and its implication that when a citizen takes out a policy he automatically ceases to be a rational being.

Mr. Hartough was the only speaker on life insurance, as the hearing was scheduled to cover fire insurance.

Policy Vending Machine

Considerable publicity has been given in the daily papers and magazines to a policy vending machine, which is scheduled soon to make its appearance in hotel lobbies, railroad stations, etc. Travel accident policies of the Great Northern Life of Chicago are to be sold and the Rollins-Burdick-Hunter agency of Chicago is to be general agents for the Great Northern in respect of this policy. It is understood the various interests have been working on the arrangement for about a year and the final details are being perfected.

Cleary Does Some Tall Traveling to Keep Engagement in St. Paul

ST. PAUL.—M. J. Cleary, president of the Northwestern Mutual Life, had to do some tall traveling to keep dinner engagement with Minnesota agents this week.

The Minnesota group, holding their annual sales convention here, wanted a personal greeting from their president. But Mr. Cleary is extremely busy at the home office at this time of year and finds it difficult to get away even for a day.

He finally solved the problem of getting to St. Paul by working in his office up to 2 p. m. Monday, then rushing to the station, boarding the fast Hiawatha and reaching St. Paul at 7:30, just as the dinner began.

The dinner over, Mr. Cleary made his scheduled address, had time for an informal reception after the program and at 11:50 p. m. he was again aboard a train headed for Milwaukee. He awoke the next morning in Milwaukee and was ready for work at his office at 8 o'clock.

Other home office executives who attended the St. Paul meeting were Grant Hill, agency director, Nelson Phelps, assistant agency director, and Dr. A. W. Sivyer, assistant medical director.

Reliance Life Sales Contest

When V. J. Adams, superintendent of agencies of the western division of the Reliance Life, arrived in St. Louis recently in connection with a special divisional sales contest now in progress, he was presented pledges of new business from agencies in the western division, including Denver, F. H. Hathaway, manager; Kansas City, J. L. Russell, manager; Omaha, R. H. Wertz, manager; Minneapolis, J. P. Troop, manager, and St. Louis, Frank Vesser, manager. The western division managers are hopeful that their division will win the cup in the contest which closes this week.



Those connected with the Provident Life, both in the Home Office and in the field, welcome the New Year. They see in the planned days and weeks ahead an ever growing opportunity to serve. They recognize the need to day for the stabilizing influences of their craft.

The business of life insurance is eagerly searching for men of caliber who can picture its possibilities and to whom it promises a reward of both satisfaction and independence.

General agencies are available to responsible representatives in Minnesota, South Dakota, Montana, Idaho, Washington, and Oregon.

PROVIDENT
LIFE INSURANCE CO.
Bismarck, North Dakota



IT'S WISE
to work
for a company
where friendliness
and liberal com-
missions are big
items . . .

Desirable territory available in Mo., Ark., Okla., Texas, Neb., Colo., Utah, Wyo., and Florida. Write J. DeWitt Mills, Vice-Pres., for agency information and a copy of "Field Features."

**CENTRAL
STATES**
LIFE INSURANCE CO.
St. Louis, Mo.

AMONG COMPANY MEN

L. L. McAlister Is Advanced

Agency Secretary Pilot Life Becomes Superintendent of Ordinary Agencies—Has Had Wide Experience

Lacy L. McAlister, for several years agency secretary of the ordinary department of the Pilot Life of Greensboro, N. C., has been promoted to superintendent of ordinary agencies. Joining the Pilot Life in 1920, Mr. McAlister has at



LACY L. McALISTER

one time or another served in practically every home office department and every phase of field work. Because of his wide experience and ability he is well equipped for his new position.

As a part of his field activities, Mr. McAlister has made a thorough study of business and tax insurance and is considered an expert on those two highly technical subjects.

In 1937 the Pilot Life broke all outstanding records, advancing its insurance in force, volume of paid business and number of policy owners to a new all-time high.

Travelers Advances Four

Daniel Duffield has been appointed assistant treasurer of the companies in the Travelers group. He has been in the treasurer department since 1926.

B. T. Bent, formerly office supervisor, has been named assistant secretary and C. P. Osgood, who has been private secretary to President L. E. Zacher since 1928, is also appointed assistant secretary.

W. H. Burling has been appointed assistant actuary. He is a native of England and has been with the Travelers since 1926.

Frerichs Is Agency Head

E. A. Frerichs has been appointed superintendent of agents of the Security Mutual Life of Nebraska. J. S. Wishart, Lincoln, and J. R. McCloud have been named directors.

General American Promotions

The General American Life has announced several promotions. Otto J. Burian, actuary, has been named vice-president and actuary; Laurence A. Smith, named comptroller, and Fred H. Eyler, assistant comptroller. Anthony Gatzert, assistant secretary, has been given the title of agency secretary.

Mr. Burian is a graduate of Washington University, St. Louis, and has been with General American Life since its organization in 1933. Previously he had been with the Missouri State Life. For the past four years he has been actuary of General American Life.

Read *The Heart Decides*—a sales book that will show you how to improve your business. \$1.50. National Underwriter.

Berkshire's Actuarial Shift

A. C. Washburne Is Retiring from Active Business Life and His Position Is Being Filled by G. F. Knight

A. C. Washburne, actuary of the Berkshire Life, is retiring, being actuary emeritus. G. F. Knight, who has been associate actuary for two and a half years, succeeds him. H. F. Dunkley, supervisor of the actuarial department for the last eight months, has been appointed assistant actuary. Mr. Washburne, who has been in actuarial work for 43 years, 28 years of which he was with the Berkshire Life, is well known in his field. Walter Paxton, treasurer of the Berkshire Life, has been elected a director.

Mr. Washburne was born at Mt. Auburn, Ill., March 30, 1866, and was educated at Purdue and West Point. For two years he was city engineer at Lafayette, Ind. Then he became a teacher and was instructor of mathematics at Massachusetts State College. He joined the actuarial department of the Metropolitan Life in 1895, remaining ten years. For five years he was actuary of the old Hartford Life. Mr. Knight was in the Massachusetts insurance department for eight years. He is a graduate of Harvard. He frequently visited the savings banks in connection with the savings bank insurance system in Massachusetts.

Mr. Dunkle was frequently heard in concert and radio recitals on the organ at Montreal, Can., before joining the Berkshire. He was organist of one of the large suburban churches. Before going to the Berkshire he was assistant actuary of the Montreal Life.

Banker Named Director

S. H. Logan, president Canadian Bank of Commerce, was elected a director of the Imperial Life of Toronto.

Made Acting Medical Director

Dr. E. S. Williams, assistant medical director of the Life Insurance Company of Virginia, has been appointed acting medical director, assuming the duties of the late Dr. C. L. Rudasill, medical director, who died recently. He is a son of the late Dr. E. G. Williams, who was Virginia's first state health commissioner. His brother, D. L. Williams, is an agent

in Richmond of the New England Mutual Life and a former secretary of the Richmond Association of Life Underwriters.

Phoenix Mutual Promotions

Dwight N. Clark, formerly comptroller, and B. L. Holland, formerly associate counsel, have been elected assistant secretaries of Phoenix Mutual Life. Mr. Clark has been with Phoenix Mutual since 1915 and Mr. Holland since 1924.

Assistant Secretary R. L. Jones, who has been with Phoenix Mutual since 1891, is retiring under the retirement plan.

J. Rogers Hull Advanced

J. Rogers Hull, manager of the Mutual Life of New York at Nashville since 1935, has been appointed assistant superintendent of agencies at the home office. He has been serving as president of the Nashville Life Underwriters Association.

May Gather in Louisville

Executive Committee of the Institute of Home Office Underwriters Held a Meeting in Atlanta

ATLANTA—The executive committee of the institute of Home Office Underwriters held its first called meeting here. Emmett Russell, Jr., of the Life & Casualty of Tennessee, presided, ex-officio. The meeting was attended by Mr. Russell; L. C. Cortright, Kentucky Home Mutual; M. S. Niehaus, Gulf Life of Jacksonville; W. Edgar Jones, Provident Life & Accident; Clarence Egdorf, Protective Life; W. H. Fritz, Lamar Life of Jackson, Miss.; Ralph Beeson, Liberty National, and M. M. Blair, Atlantic Life, who comprise the full committee.

After transacting routine business, the committee tentatively selected Louisville as the 1938 meeting place. Program and other arrangement for the second annual meeting this fall were worked out and agreed on.

It was predicted by Mr. Russell and other officers that the meeting scheduled for Louisville will be widely attended and one of the most interesting insurance gatherings to be held in the south this year.

While in Atlanta, the committee members were entertained at an informal luncheon by E. M. Veatch and Price Cross of the Southern Life of Georgia.

Pew Pays Radio Tribute to Insurance and Warns Public

Maurice V. Pew, new insurance commissioner of Iowa, succeeding Ray Murphy, was a speaker on the "governor's program" on the radio Jan. 22. Mr. Pew spoke of the importance of insurance in the economic life of the citizens and referred to the high character and standing of Iowa companies. He said that the Iowa department had on deposit that morning the sum of \$518,588,565 in reserves of Iowa companies. This represented an increase of more than \$94,000,000 over deposited reserves on July 1, 1935. He said that on Dec. 31, 1936, the Iowa life companies had a grand total of \$1,707,000,000 in force, whereas Iowa citizens carried in all companies a total of \$1,596,000,000. In other words, the Iowa companies had in force \$11,000,000 more than the insurance of Iowa citizens in all companies.

He said the Iowa insurance laws, while antiquated to some extent, form a solid foundation for proper administration in the public interest. He hinted at an early revision. He warned the public to confine their dealings to authorized companies and offered the services of the department, with its wide information, to all inquirers.

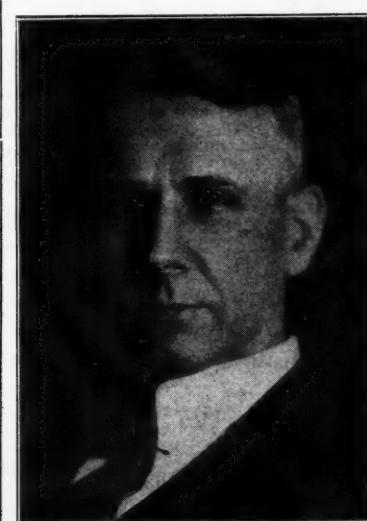
Mr. Pew paid a tribute to the governor for filling the position of insurance commissioner from the staff of the department and remarked this is the first time in the history of the state that this has been done.

Realtors Hear Parkinson

PHILADELPHIA—Thomas I. Parkinson, president Equitable Society, was one of the speakers at the 30th annual banquet of the Philadelphia Real Estate Board. Mr. Parkinson pointed out that business and government were alike in that there is a representative responsibility in private business, while Congress has the responsibility of the public. He agreed that the time call for cooperation on the part of government with business. He said it would be better if business did not say that ruin would follow if its suggestions were not adopted, and if the President did not remark that all holding companies must go and then, a week later, say only a few.

At the annual meeting of the Kentucky Home Mutual Life held at Louisville, Dr. Herman Donovan, president, Eastern State Teachers' College at Richmond, Ky., was elected a director.

HONOR CONTINENTAL ASSURANCE MEN



DR. HARRY W. DINGMAN



ROSS E. MOYER



W. EDWIN WHITE

At the annual meeting of the Continental Assurance of Chicago three men of the organization were given official recognition. Dr. H. W. Dingman, vice-

president and medical director, widely known to insurance people, was elected to the board of directors. Ross E. Moyer, vice-president and actuary, who took his

seat last year, also becomes a director. W. Edwin White, agency director, was elected a vice-president and director of agencies.

60 YEARS!

OF FRATERNAL SERVICE

IN 1878 A GROUP OF FAR-SIGHTED INDIVIDUALS BANDED TOGETHER AT LONDON, ONTARIO TO FORM A FRATERNAL SOCIETY KNOWN AS THE KNIGHTS OF THE MACCABEES. TODAY IT IS AN OUTSTANDING FINANCIAL INSTITUTION OFFERING UNLIMITED OPPORTUNITIES TO AMBITIOUS MEN AND WOMEN. IF YOU ARE INTERESTED IN WORKING FOR AN ORGANIZATION THAT HAS MORE TO OFFER THAN JUST LIFE INSURANCE, ADDRESS: E. W. THOMPSON, SUPREME COMMANDER OF

THE MACCABEES DETROIT, MICH.

ROYAL NEIGHBORS OF AMERICA

● One of the largest fraternal benefit societies.

Membership
561,964.

● Operates home for aged dependent members.

Admitted Assets
\$58,048,400.

● Maintains fraternal fund to assist needy members.

Total claims paid
\$94,722,569.

● Writes modern forms of life insurance for women, men and children.

Insurance in force
\$406,902,762.

● Provides free health service.

SUPREME OFFICE
ROCK ISLAND, ILL.

FORTY-THREE YEARS OF SERVICE

Royal Neighbors of America was chartered as a fraternal benefit society in the state of Illinois on March 21, 1895. Since that time the society has faithfully provided a dual service of insurance and true fraternalism for members numbering in the hundreds of thousands.

The history of Royal Neighbors of America reveals that its fundamental principle of twofold service has been an outstanding success. This success is reflected in the steady growth of the society and in statistics which place Royal Neighbors of America among the leaders in its field.

LEGAL RESERVE FRATERNALS

Societies Back in Missouri

Modern Woodmen and Knights of Columbus, Ousted by O'Malley, Are Relicensed

With the personal approval of Governor Starks, the Modern Woodmen and Knights of Columbus have been licensed in Missouri.

These societies were ousted from the state in a long and bitter controversy with R. E. O'Malley, former insurance superintendent. The issue became of state-wide political importance and was injected into the gubernatorial campaign.

Mr. O'Malley crossed swords with Commissioner Blackall of Connecticut in connection with the Knights of Columbus. Mr. O'Malley insisted upon having a corps of Missouri examiners go to Connecticut to make an examination of the society but Mr. Blackall resisted, claiming that the society recently had been subjected to an examination and was found to be in excellent condition. Whereupon Mr. O'Malley suspended its license in Missouri, Oct. 15, 1936.

Mr. O'Malley revoked the license of the Modern Woodmen after officers failed to appear at a hearing and Mr. O'Malley charged the society had acted fraudulently, exceeded its corporate powers and acted without good faith.

Commissioners Approve

Superintendent Robertson said he had obtained reports on the condition of the two societies from C. M. Hansen, Missouri actuary and O. R. Jackson, chief examiner. He said he had conferred with Insurance Director Palmer of Illinois and Commissioner Blackall of Connecticut, both of whom recommended that the societies be relicensed.

Mr. Robertson states that the latest financial statement of Knights of Columbus indicates surplus between \$7,000,000 and \$8,000,000.

Modern Woodmen, according to Mr. Robertson, has made a sincere effort to meet and has met all obligations and requirements made as a result of the last convention examination in June, 1936, in which nine states participated.

Mr. Hansen reported that the Modern Woodmen are operating under a budgetary control system with their operating expenses within their revenue available for expenses. Every effort is being made to write selective new business. "With the society having unassigned funds totaling 1 1/2 million and admitted assets of 68 1/2 million dollars June 30, 1937, and giving due consideration to the licensing by other states, and with a thorough investigation made by this department, I recommend that its license be issued," Mr. Hansen said.

President O. E. Aleshire of the Modern Woodmen expresses pleasure at the reinstatement of the society in Missouri. "We are pleased to realize other insurance commissioners did not hold the view of Mr. O'Malley, who, we feel, was unjust in his treatment of our company," Mr. Aleshire said. "He said field work in the 747 Missouri camps, containing 28,427 members, would start at once."

N. F. C. Medical Section to Hold Round Table

There will be no formal program for the mid-winter meeting of the medical section of the National Fraternal Congress to be held in Chicago Feb. 21-22. Dr. Charles B. Ahlefeld, medical director Security Benefit of Topeka, Kan., president of the section, announced this week. Instead there will be round-table discussion of various problems confronted by medical directors. It has been found this type of program is most profitable to the medical man. Dr. Tracy H. Clark of Chicago is secretary.

High Honor to Dead Leader

Royal Neighbors in Memorial, Commemorates the Life and Service of Mrs. Mary E. Arnhold, Supreme Oracle

A memorial resolution, commemorating the life and service of Mrs. Mary E. Arnhold of Rock Island, Ill., supreme oracle of Royal Neighbors of America who died Jan. 2, has been adopted by



MRS. MARY E. ARNHOLD

the executive council of the society.

The service of Mrs. Arnhold in behalf of Royal Neighbors extended over a period of almost half a century. She joined the society in 1892 and continuously had played a major role in its advancement, serving the last 11 years as supreme oracle.

The resolution follows:

"Royal Neighbors of America mourn the death of its most beloved Supreme Oracle Mary E. Arnhold. Mary E. Arnhold and Royal Neighbors are inseparable in the minds of our members. No supreme officer has more profoundly influenced the history of this great fraternal organization.

"Her devoted and unselfish service and her ability and long years of experience in field activities of the society won for her a place of leadership in

SOME PERTINENT FACTS ABOUT SUPREME FOREST WOODMEN CIRCLE

● Total Membership 134,803

Enrolled in 1936 alone 25,096

Total Protection \$108,660,736

Written in 1936
alone 14,170,968

Benefits Paid
since 1895 37,156,980

Dora Alexander Tally, President
Mamie E. Long, Secretary
Home Offices, Omaha, Neb.

Royal Neighbors as well as in the fraternal system.

"Mary E. Arnholt was a loyal and devoted friend to every member. All who really knew her loved her for her gentle, kindly and sympathetic understanding. Her unselfish devotion to the service of the society and her great strength of character and integrity are generally acknowledged and universally conceded upon her death by the officers and members within this great fraternal organization.

"Our loving friend, Mary E. Arnholt, is dead but her noble character will remain forever in the hearts of our members as a living monument and sacred benediction."

The passing of Mrs. Arnholt took another leader and pioneer worker from the ranks of the fraternal world. She not only devoted the greater share of her life to the upbuilding of Royal Neighbors, but she made many contributions to the fraternal insurance field as a whole.

Two Important Projects

During her service as supreme oracle two important projects were carried out by Royal Neighbors. These were the erection of the modern supreme office in Rock Island and the Royal Neighbor Home at Davenport. The society moved into its new quarters Oct. 10, 1928, while the home was dedicated July 18, 1931.

In her work as supreme oracle Mrs. Arnholt directed the field activities. Her wide experience in this branch, gained through the organization of a large number of camps and by her executive work as state supervisor, provided her with an exceptional background for her duties as supreme oracle.

Throughout her administrations as supreme oracle Mrs. Arnholt held the confidence of the membership, her associate supreme officers and co-workers in the field and at the supreme office. The fact that she was reelected three times as supreme oracle stands as a tribute to her high standards as an executive.

A kindly disposition won thousands of friends for Mrs. Arnholt as she traveled throughout the country in the interests of Royal Neighbors. She took great pride in the juvenile department and was beloved by hundreds of boys and girls as a result of her unceasing efforts to build this department in which she achieved marked success.

The general side of Mrs. Arnholt's character was manifested in a quiet way. She gave liberally of her resources to many charities and made a number of contributions to the Royal Neighbor Home. Among her gifts to the home were a flagstaff and flag, the former being dedicated at an impressive program Nov. 2, 1935.

The executive council which adopted the memorial resolution is composed of Mrs. Grace McCurdy of Des Moines, supreme oracle; Miss Erna M. Barthel of Rock Island, supreme recorder, and members of the board of supreme managers, Mrs. Edna E. Walsh of Kansas City, chairman; Mrs. Frances Torkelson of Lincoln, Neb., vice chairman; Mrs. Jessie L. Mitchell of Brighton, Mich.; Mrs. Alice C. Nash of Hopkins, Minn., and Mrs. Margaret Gorman of Chicago.

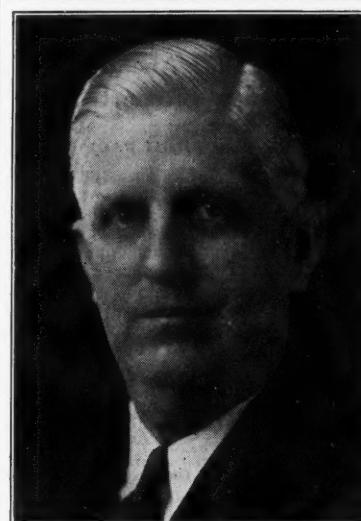
Mrs. Talley at Conference

HOT SPRINGS, ARK.—Mrs. Dora Alexander Talley, Omaha, national president of the Woodmen Circle, attended a district conference here.

Defer License Matter

The Oklahoma fraternal insurance board decided to defer further consideration of its recent action to deny licenses to fraternals, pending receipt of an opinion from the attorney-general. The opinion is requested on a recent ruling of the supreme court as it affects fraternals' right to operate in the state. The supreme court has ruled that according to the Oklahoma statutes the fraternals are not subject to 2 percent

Tenth Anniversary Meet of Indianapolis Agency



E. A. CRANE

INDIANAPOLIS.—Special emphasis was placed upon the annual meeting of the E. A. Crane agency of Northwestern Mutual Life here due to the fact that this function marked Mr. Crane's 10th anniversary as general agent. About 60 agents attended the business sessions and banquet. W. R. Chapman, assistant director of agencies, represented the head office. A. E. Baker was toastmaster at the banquet.

The Crane agency moved from 20th place in 1936 to 15th in 1937 in all Northwestern Mutual agencies. Its quota was exceeded in 1937 by 6 percent and the 1937 business was 10 percent greater than 1936. With \$1,663,693 submitted, the agency closed the year with the largest December business in its history.

Mr. Crane is known nationally, because he has been an important factor in the National Association of Life Underwriters and served as a trustee.

premium tax imposed on old line insurance companies. Non-payment of the tax was the basis upon which the licenses were denied. The matter involves about 28 fraternals.

Fraternal Lawyers to Meet

Association's Program at Chicago Gathering of N. F. C. Sections Is Announced

Five important papers form the backbone of the program of the Fraternal Society Law Association to be held in the Morrison Hotel, Chicago, Feb. 21-22 in connection with the mid-winter meeting of the National Fraternal Congress sections.

A feature will be the annual Washington's birthday luncheon, Feb. 22 with an address on "George Washington, the Humanitarian" by Joseph L. Heffernan, assistant attorney-general of Ohio. He is former judge and mayor of Youngstown, O., and an authority on Washington. This will be a joint luncheon of the lawyers and the N. F. C.

It is indicated attendance at the lawyers meeting this year will be large and important issues will be discussed. One of the main topics of discussion undoubtedly will be the fraternal section in the proposed New York insurance code.

John A. Willo, Youngstown, O., is president of the association. Other officers are: Vice-president, E. W. Dillon, Columbus, O.; treasurer, Arthur J. Abbott, Detroit, and secretary, Richard F. Allen, Topeka, Kan. The program is:

"Constitutional Aids in Securing Uniform Application of Laws of Fraternal

Benefit Societies," Harold C. Heiss and Russell B. Day, Cleveland, O.

"Privileged Communications Between Physician and Patient," E. W. Dillon, Columbus, O.

"The Attack on the Status of Fraternal Contracts and Societies, as Such, in Suits on Policies," J. W. Randall, Dallas, Tex.

"Taxing Life Insurance Premiums Is Indefensible," A. W. Fulton, Chicago.

J. G. Bowes, Des Moines, will read a paper on an important insurance law topic. Two other formal papers are to be presented by prominent attorneys.

St. Louis Trust Council Planned to Gain Cooperation

ST. LOUIS—The initial step toward the formation of a Life Insurance Trust Council for St. Louis was taken at a joint meeting of life agents and managers and trust officers of local banks. The council's purpose is to co-operate in estate planning for the protection of clients.

Paul H. Conway, Albany, N. Y., chairman of the National Association of Life Underwriters' committee on cooperation with trust companies, spoke. Similar councils in New York, Boston and other large cities are bringing life underwriters and trust officers closer together in the

work of estate planning, he said. With taxation constantly mounting there is a real need for this cooperation.

A motion was passed to appoint a special committee of seven to work out plans for the council. Fred T. Rench, general agent National Life of Vermont, who presided at the joint meeting, and Howard Cammack, John Hancock Mutual Life, will represent the general agents; Milton Koch, Northwestern Mutual Life, and Larry Stern, Penn Mutual Life, the life underwriters, and G. F. Torrey, Mercantile-Commerce Bank & Trust Co., and two other trust officers will be on the committee.

Distribute A. L. C. Proceedings

Proceedings of the annual meeting of the American Life Convention held in Chicago last October, and of the Industrial Section, have just been distributed to member companies, organizations represented at the meeting, and individuals who attended.

Jefferson Standard Goal

The Jefferson Standard Life has set \$400,000,000 as the goal for insurance in force at the close of this year. At the end of December it had \$371,000,000.

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NEWS ABOUT LIFE POLICIES

New Policies, Premium Rates, Dividends, Surrender Values, and all Changes in Policy Literature, Rate Books, etc. Supplementing the "Unique Manual-Digest" and "Little Gem," Published Annually in May and March respectively. PRICE, \$5.00 and \$2.50 respectively.

Pacific Mutual Rates Up

Non-Participating Schedule Is Advanced Effective Feb. 1—Revise Basis of Retirement Income Contract

The Pacific Mutual is increasing its non-participating rates on Feb. 1, following the lead of other non-participating writing companies during the past year. The increases are moderate. A change has been made in the basis for computing income on the retirement income contract, necessitating a higher maturity cash value which, with the normal increase in non-participating premiums makes the increase on those plans much more marked. The male retirement income at age 65 now has a maturity cash value of \$1,344, while the old plan was \$1,297. For the age 60 plan, the new maturity value is \$1,519 compared with \$1,458 under the old plan. The new rates follow:

Non-participating Rates per \$1,000

Age	Retirement Income					
	Ord.	Pay	Year	Year	Age 65	Age 60
10	\$11.18	\$19.14	\$42.50	...	\$14.46	\$17.40
15	12.37	20.78	43.92	...	16.63	20.40
16	12.66	21.13	42.74	...	17.13	21.10
17	12.95	21.50	42.78	...	17.68	21.83
18	13.26	21.87	42.82	...	18.20	22.60
19	13.57	22.25	42.85	...	18.77	23.42
20	13.90	22.65	42.89	\$8.23	19.37	24.28
21	14.25	23.05	42.92	8.39	20.01	25.19
22	14.61	23.46	42.96	8.44	20.68	25.16
23	14.98	23.88	42.99	8.49	21.39	27.19
24	15.37	24.33	43.03	8.53	22.14	28.29
25	15.78	24.78	43.07	8.58	22.92	29.46
26	16.22	25.25	43.12	8.63	23.74	30.70
27	16.67	25.75	43.17	8.69	24.62	32.02
28	17.16	26.26	43.24	8.75	25.56	33.43
29	17.67	26.79	43.32	8.85	26.56	34.94
30	18.21	27.36	43.41	8.94	27.64	36.56
31	18.78	27.94	43.52	9.10	28.80	38.32
32	19.38	28.66	43.65	9.28	30.05	40.24
33	20.02	29.21	43.81	9.48	31.39	42.33
34	20.70	29.88	43.98	9.71	32.83	44.61
35	21.37	30.59	44.18	10.00	34.38	47.10
36	22.18	31.33	44.40	10.33	36.04	49.82
37	22.98	32.10	44.65	10.70	37.82	52.79
38	23.83	32.91	44.92	11.11	39.73	56.01
39	24.73	33.76	45.25	11.59	41.79	59.50
40	25.68	34.64	45.60	12.13	45.05	63.32
41	26.68	35.56	45.99	12.73	46.54	67.50
42	27.74	36.55	46.43	13.39	49.27	72.12
43	28.86	37.54	46.90	14.11	52.52	77.27
44	30.05	38.60	47.43	14.94	55.47	83.02
45	31.30	39.70	48.01	15.83	58.93	89.52
46	32.63	40.87	48.65	16.78	62.71	96.92
47	34.03	42.09	49.35	17.81	66.89	105.49
48	35.52	43.37	50.11	18.95	71.53	115.58
49	37.09	44.72	50.95	20.21	76.73	127.62
50	38.75	46.14	51.87	21.59	82.59	142.23
51	40.51	47.63	52.83	23.14	89.27	...
52	42.37	49.20	53.97	24.85	97.01	...
53	44.34	50.87	55.16	26.69	106.03	...
54	46.43	52.63	56.47	28.70	116.69	...
55	48.65	54.49	57.89	30.89	129.46	...
60	61.92	65.70	67.12
65	79.89	81.47	82.64

Retirement Income Age 60—Male

Age at	3	5	10	15	20
10	\$18	\$35	\$91	\$169	\$275
20	32	59	162	287	452
30	58	118	292	505	781
40	130	244	575	989	1,519
45	206	376	876	1,519	...
50	361	649	1,519

Retirement Income Age 65—Male	9	25	59	119	195
10	\$22	40	107	195	313
20	37	73	191	334	519
30	74	146	353	604	934
40	112	212	500	862	1,344
45	177	325	761	1,344	...
50	310	562	1,344

American National Revises Rate Book and Manual

The American National of Galveston, Tex., has distributed to agents a newly revised rate book which is applicable to the continental United States. There is under preparation another rate book for Puerto Rico, Cuba and other sub-tropical territories in which the company operates. This company will write any form on the non-medical plan and also has a monthly premium department. It has a

comprehensive line of juvenile contracts in connection with which it will issue premium payer insurance either on the life only or life and disability plans, the first waiving future premiums on the child's policy in case of death of the premium payer, and the second waiving in case of death or total and permanent disability before age 60. The plan operates to waive all premiums falling due before the assured reaches age 21. Illustrative rates on some of the more popular non-participating forms are:

*Wh.	*20	20 Y.	End.	Exp.	O. L.
Age	\$	\$	\$	\$	\$
20...	13.77	21.76	42.07	17.13	10.13
25...	15.48	23.68	42.27	18.89	11.07
30...	17.68	26.04	42.66	23.56	12.59
35...	20.77	29.26	43.59	28.75	14.38
40...	24.97	33.31	45.19	36.31	17.31
45...	30.56	38.43	47.78	47.78	21.28
50...	38.01	44.96	51.86	66.54	27.31
55...	47.89	53.50	58.33	†	36.48
60...	61.21	65.07	68.14	...	48.89

*\$2,500 minimum issued.

†Age 54, \$93.18.

Independence Guarantor Is New Columbus Mutual Form

The Columbus Mutual Life brings out a low rate retirement income policy termed the "independence guarantor." It is issued only to standard male risks, the minimum amount issued being one with guaranteed value at age 65 of \$6,600, guaranteed death benefit before 65 of at least \$6,085. This is similar to the Columbus Mutual Life income at age 65. A new disability provision is available in connection with this form which provides that if the policyholder is disabled before age 55, his premiums will be waived until age 65 and disability income will be paid to him until that age. Thereafter he may receive the income for life provided by the policy.

The illustration is of a policy with guaranteed value of \$13,200 at 65. The guaranteed death benefit in the last few years before maturity will rise toward that figure. A special settlement for beneficiary is provided in lieu of the minimum \$12,170 cash death benefit before age 65, of \$2,000 cash and \$100 monthly income for 10 years. Any of the regular income settlements is available for the beneficiary if one is not selected by the policyholder. Likewise, various arrangements may be made by the policyholder for his own income.

Low Premium Rate

The premium rate for the illustrated policy is less than for a \$100 life income at age 65, male, yet provides \$2,000 more insurance. The company states more insurance is offered before age 65 per dollar of premium and insurance is provided after age 65, whereas in the life income form no insurance is afforded after the maturity age.

The illustration shows that the minimum independence guarantor policy will pay the beneficiary if the policy owner dies before 65, at least \$6,085 cash or \$1,000 cash and \$50 monthly income for 10 years. If the policyholder at 65 wants a life income and paid up insurance he may secure \$50 monthly income for life and a paid up policy amounting to \$1,000.

Adds Conversion Privilege

The Business Men's Assurance has added a new feature to its whole life double to 60 policy—an option to convert to any life, endowment or life income policy for the amount of the double benefit.

Dividends Are Increased

TORONTO—Imperial Life dividends were increased approximately 7 percent

by a new surplus distribution formula which was adopted. J. F. Weston, president, stated the change will alter apportionment among various types of policies and benefit those in which mortality element predominates.

Volume in 1937 Ahead 3.9%, Life Presidents Report

(CONTINUED FROM PAGE 2)

\$462,582,000 against \$508,144,000, a 9 percent decrease. Industrial was \$213,976,000 compared to \$216,363,000, a 1.1 percent decrease. Group was the only class to show a gain, being \$87,134,000 against \$80,570,000, an increase of 8.1 percent.

The reports are based on new paid business of 40 companies having 82 percent of the total life insurance outstanding.

The monthly new paid-for business figures for the last two years of the companies reporting to the association are shown in the following table:

Month	1936		1937	Over 1936
	1936	Over 1936		
Jan.	\$447,126,000	\$432,934,000	—3.2	
Feb.	419,392,000	459,001,000	9.4	
March	469,087,000	581,399,000	23.9	
April	459,797,000	530,755,000	15.4	
May	459,544,000	488,622,000	6.3	
June	492,648,000	512,496,000	4.0	
July	449,496,000	445,732,000	—8	
Aug.	407,406,000	430,039,000	5.6	
Sept.	387,229,000	390,335,000	.8	
Oct.	442,289,000	429,358,000	—2.9	
Nov.	429,081,000	427,729,000	—3.3	
Dec.	508,144,000	462,582,000	—9.0	

\$5,371,239,000 \$5,590,982,000 4.1

Industrial Insurance

Jan.	1934		1937	Over 1934
	1934	Over 1934		
Jan.	\$193,344,000	\$195,405,000	1.1	
Feb.	212,055,000	212,231,000	—2.7	
March	246,011,000	258,087,000	4.9	
April	244,356,000	246,589,000	.9	
May	230,464,000	239,733,000	4.0	
June	233,333,000	234,113,000	—4.0	
July	220,672,000	224,121,000	—7.5	
Aug.	221,692,000	210,898,000	—4.9	
Sept.	208,001,000	197,339,000	—5.1	
Oct.	232,465,000	226,243,000	—2.7	
Nov.	236,846,000	211,409,000	—10.7	
Dec.	216,363,000	213,976,000	—1.1	

\$2,695,602,000

SALES IDEAS AND SUGGESTIONS

Prestige Needed to Gain Acceptance for Plan

Prestige as the most important quality for successful life underwriting was stressed by Jerome Clark, vice-president of the Union Central Life, in a stirring talk at that company's agency convention in Havana.

"It is not enough to have a brilliant selling plan; one must have prestige to give that selling plan acceptance," declared Mr. Clark. "That is why the new agent is often unsuccessful with selling ideas which the older, more experienced agent finds more effective. The question is always 'Who's talking?' 'What does he know about it?' No matter how good, an idea is merely static; it takes prestige to make it dynamic."

Knowledge First Source of Prestige

The first source of prestige is knowledge, according to Mr. Clark. No man can have prestige in a field in which he does not have considerably more than average knowledge. It is seldom necessary or even desirable to bring all of the knowledge in a field to bear upon an individual's problem, so that judgment in applying knowledge is also essential. The third ingredient of prestige is success, said Mr. Clark. People distrust theory; they trust practice. They like to deal with a person who has had practical success. A number of factors contribute to the fourth element of prestige which is character.

The winning of prestige is a four step program. Although occasionally a man may gain prestige because he is outstanding in one of these essential ingredients, a more modest development of all four in combination.

Impossible to Divorce Personal Life from Business

In any profession which is responsible for the lives, affairs and money of other people, it is impossible to divorce business life from personal life. The prestige underwriters is usually linked with charity movements, community chest, civic reform programs, etc., because there is an extremely close association between the things which life insurance is solving and the problems which these organizations are seeking to solve. It is also necessary that the successful agent be sincere.

Lasting prestige in life insurance cannot be built without knowledge, said Mr. Clark. "People expect us to know what we are talking about. As we solicit our business today our clients more and more expect and require specific, authoritative and reliable information. The agent who has this knowledge and can impart it in the give and take of the interview establishes high prestige."

Knowledge Is Indefinite Term, Yardstick Needed

Knowledge is an indefinite term and a yardstick is badly needed so that an agent will know how much study is required to establish prestige. Mr. Clark said that the C. L. U. degree is the start of such a yardstick. He urged the agents to study for the degree but to take examinations on the instalment plan so as not to interfere with personal production. He announced that the Union Central Life will pay for text books and examination fees of any of its agents securing the C. L. U. degree in 1938 and thereafter.

"It is not enough for us to lay out on the table before our client the accumulated knowledge of the life insurance

business. He wants some help in selecting from that knowledge those things which bear on his particular case. The more he relies on our ability to help him to do this, the higher will be our prestige with him," said Mr. Clark.

Success is valuable not only for the commissions which it earns, but also for the prestige which it builds. Leading agents always have plenty of good prospects. This is the result of a sound prospecting routine which has been going on for years. Time control is also a vital factor in success. It insures an adequate number of interviews and it is necessary to have enough interviews if one is to do a good business. Successful producers have a larger number of interviews per day than the average agent. The problem of prospecting, time control and number of daily interviews is as vital to the success of the old agent as the new, said Mr. Clark.

In summing up his talk Mr. Clark compared life insurance selling to boxing. The selling interview itself is in the right fist because it delivers the knockout. The left fist is prospecting,

interviews, time control. The left fist has its function in life insurance just as it does in boxing. The novice in life insurance just as in boxing acts as if his right hand, the selling interview, is the only fist worth working with. Every now and then a life insurance man unloads a haymaker and connects, with the result that he has a marked increase in production. But he can't repeat the next year for "one can only count on a haymaker once in a blue moon," declared Mr. Clark.

Good Idea to "Lead with Your Left"

The champion life insurance man, just as the champion boxer, relies more on his left than on his right. The right is always ready for the final blow but he boxes with his left. "It is the left prospecting around over the opponent's face; it is the left having regular interviews with the opponent's jaw; it is the left, opening up the way for that final punch. It is a good idea to 'lead with your left.'

Prestige must be bought on the annual premium plan, "and if you don't pay the premiums there is no extended insurance and very little grace. It takes some sacrifice to pay those premiums. But your policy pays substantial cash dividends through the years and finally matures in a successful career in your community."

ing sold two doctors they sell many other doctors. Frank Pennell did that with the National City Bank. Vivian Anderson does it with the Champion Coated Paper Company.

"All research indicates that about one-third of all life insurance is sold during the 30 days preceding or 30 days following age-change. The man who collects birth dates has an automatic flow of work across his desk. Robert Reid, of Chicago, has perhaps the largest file in the United States, containing 26,000 birth-dates. And his production of nearly a million a year for 30 odd years shows that it pays.

Newcomers to City Often Good Prospects

"5. Every application will yield some names from the medical and some from the inspection report blank. Another part of the system is to have a method of getting in touch with new-comers to your city or suburb.

The system includes also a constant flow of work from (1) conversion of term policies or the term portion of family income policies; (2) the names of policyholders who have accumulated dividends or applied for or paid off a loan, or changed from a quarterly to an annual premium; (3) the names of children when they reach insurable age.

"The bricklayer who has to carry his bricks, carry his mortar, build his scaffolding and then lay bricks, will not accomplish much. So it is with the life underwriter. He will accomplish more and do it more easily and thereby earn a higher income if he will arrange a system so that most of his time and effort are spent in selling life insurance rather than in carrying brick and mortar."

New Kind of "Unemployment" Insurance Needed by Agents

A. R. Jaqua, associate editor of the "Diamond Life Bulletins," Cincinnati, gave a novel slant on the life agent's job in a talk before the Chicago Association of Life Underwriters this week. His address in part is presented below.

"The primary difference between the job of the life underwriter and the jobs of most people is that most people have their work laid out for them, whereas the life underwriter must each day create his job and then do it.

"When the automobile worker steps up to the assembly line his job comes to him and will continue to come all day. Most salesmen are given a list of customers and prospective purchasers. Clerks, mechanics, professional men, most executives—the job is laid out and all they have to do is perform the task—do the work that flows across their desk.

"But when the life underwriter comes to his desk he is one of the unemployed. There are no letters to be answered, no orders to be filled, no patients to be treated—nothing but a vacant desk.

Agent Constantly Faced With Hunting New Job

"Every day or every week the life underwriter must go through the mental and physical worry that a man seeking employment goes through. And it is infinitely harder to look for work than it is to do work. The reason underwriters fail is not that they cannot sell, but that they do not have sufficient opportunities to sell. And most underwriters spend so much time finding work to do that they have little time left in which to do the work—that is, sell.

"Many companies furnish leads from national advertising, or furnish pre-approach mailings. What is this but an attempt to make work?

"Some companies offer new men a salary savings franchise. What is this

but an attempt to keep an automatic flow of work before the agent until he learns to make his own work?

"Most agencies require a new man to list the names of at least 100 friends. What is this but an attempt to start a flow of work across the desk of the recruit until he learns to make his own work?

Gives Suggestions for Setting Up Sales System

"A very few agencies have set up a system to supply men with work—an office lead system. And some men write from a fourth to a half of their business on these leads. But no company or agency can do the whole job; it is up to each individual agent to set up his own system. Once the system operates the production increases while the number of turn-downs, the slumps and the actual work required is decreased. Here are suggestions for setting up a system:

"1. Consciously widen your contacts. No one ever failed in the life insurance business because he knew too many people. The ideal salesman is the one who is favorably known by everyone worth knowing.

"2. An alertness for insurance situations passes much profitable work across the desk. To confine oneself to one insurance need, such as clean-up insurance or tax insurance or educational insurance is automatically to shut out many profitable jobs that come from recognition of other insurance situations such as readjustment insurance, school period income, income to the wife, mortgage insurance, educational insurance, business insurance, father and son insurance, wife insurance, etc.

"3. 'Nest' prospecting is an easy way to create profitable selling opportunities. Most of the better-than-average producers work in nests. Having sold the president or vice-president, they go on down through the organization. Hav-

SALES IDEAS OF THE WEEK

Prospecting Is Similar to Foundation of Skyscraper

Prospecting was likened to the foundation of a skyscraper by A. F. Randolph, of the Holgar J. Johnson agency, Penn Mutual Life, Pittsburgh, at the January meeting of the Butler branch of the Pittsburgh Life Underwriters Association.

If the prospecting base on which the superstructure of contacts and the tower of sales rests is not sufficiently broadened, the sales will crumble and disappear, he stated.

Records kept by Mr. Randolph during eight years show that 70 percent of his business came from present policy holders and third party influence. These two sources are the most productive ones for agents who have been in the business for a considerable length of time. Sources mostly relied upon by men new in the business, such as social friends and cold canvass, comprised far less than 50 percent of Mr. Randolph's prospects.

Determine Best Source

Agents should determine their best source of business and work mostly with that type of prospect, said Mr. Randolph. He recommended the "spiral" type of center of influence, through which an ever-widening circle of prospects is reached and an ever-increasing number of centers of influence are made available, rather than the type in which the underwriter always returns to the original source for new prospects.

Mr. Randolph urged insurance agents to do their own thinking in regard to prospects and not to place the burden of suggesting prospects' names upon the

centers of influence. The agent should show his informant a list of names of people he probably knows and ask for information to qualify or reject the prospects. He recommended a conscientious and regular use of weekly and monthly plan sheets. He suggested regular contacting of prospects by mail, telephone and personal calls, and re-emphasized the importance of analyzing past results and profiting by a study of the findings.

Agent's Own Program Is Best Sales Argument

DETROIT.—The strongest sales argument the agent can use is his own properly programmed insurance, H. J. Cummings, vice-president and superintendent of agencies of the Minnesota Mutual Life, told the Qualified Life Underwriters of Detroit. The agent who fails to have his own insurance properly laid out and at hand always in his selling interviews is overlooking one of the best possible means of bringing his prospects to the closing point, he declared. "Any reason you can give me for not doing this simple thing to increase your sales is a valid reason why your prospects should not buy the coverage you offer them."

"We studied the records of 32 of our men who were in the business before and during the depression years. We found that during the boom years they were selling 15 percent of the new prospects they were calling on and during a three months' period after the financial moratorium was declared, they still sold 13.7 percent of the new prospects they saw. Agents who constantly see new people can sell just about as many prospects during the worst possible conditions as during the more favorable periods."

"Success in the life insurance business depends on just three things—no more; first, you must see new people constantly; second, you must know what to say to them when you see them, and third, you must have the courage to keep enough records to know how to measure the amount of work necessary for you to do in order to make what you want to make. We are all lazy loafers except when we are seeing new prospects with an interesting story."

College Education Pays

Only one out of every 100 unemployed people is a college graduate, and almost half never got beyond grade school, according to a survey of 4,000 jobless by the Northwestern National Life. Of the people interviewed, 18 percent were under 25 years of age, 47 percent were be-

tween 25 and 40, and 35 percent were 40 or over. There were 475 women, or 12 percent in the group.

Of the 1,921 job-seekers who had never gone beyond the eighth grade, 40 percent were classified as common labor, 35 percent as skilled labor, and 25 percent as office and executive workers. The 658 high school graduates revealed almost identical ratios: 37, 38 and 25 percent. Of the unemployed college graduates, however, only 15 percent were in the common labor classification, with 28 percent classed as skilled labor, and 57 percent as office and executive employees.

Home Life of N. Y. Star Woman Agent Tells '38 Plans

Mrs. Lillian L. Joseph, Joseph (New York) agency, told the Home Life of New York President's Club meeting at Hollywood Beach, Fla., of her plans for 1938. Mrs. Joseph was the only woman speaker and is the third ranking Home Life agent countrywide.

"I intend participating more actively in club work, which is an excellent source of new contacts," said Mrs. Joseph, "also in organizations, such as the Life Underwriters Association and the League of Insurance Women, as it has been definitely proven to me that an exchange of ideas in selling methods is most effective. One is able in this manner to keep up with the latest ways in which to either approach or close a case which has been giving a little trouble."

"I think that advertising and publicity are other factors contributing toward progressiveness and ultimately in increased production. Keeping one's name before the eyes of both old and prospective policyholders is another good method of keeping insurance in force and perhaps aiding in the closing of new business. I, therefore, propose to send to clients, both old and new, circulars at the rate of 100 per month offering my assistance and service in connection with any insurance problems they may have."

"In this way, never for one minute can they forget that I am their agent, where it has been necessary to defer action for one reason or another, and in no way can another agent attempt to step into the picture. It is easy to appreciate that willingness to service and cooperate with one's clients is most essential with every agent in order to be successful."

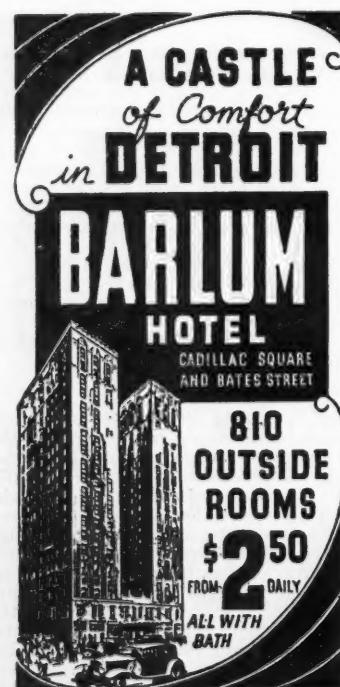
Want Canadian Division of Authority Legalized

The Canadian Life Insurance Officers Association has submitted a brief to the Rowell commission, requesting that division of control of life insurance between Dominion and provincial governments be defined in an amendment to the British North American act. There is a working agreement as to the division of responsibility but the association requests that this be made statutory.

The association went on to recommend a curb on public borrowing, reallocation of taxing powers, constitutional amendment to give the Dominion control over both principal and interest of debt and constitutional protection for creditors. The association recommends that a premium tax replace all other forms of special taxation by provinces and municipalities; that the premium tax be uniform throughout Canada, that the rates be as low as possible and that constitutional doubts of the premium tax be removed by an amendment to the British North America act.

Writes Entire Family

Conrad W. Keller of the Lloyd Smith agency of the Bankers Life of Nebraska at Omaha, turned in applications for \$1,000 each from eight brothers and two sisters living under the same roof in Omaha, all placed simultaneously.



AGENCY MANAGEMENT

"Try and Proselyte 'Em!"

Many Agency Heads Refuse to Rely On Baseball-Player Contracts or Inter-company Agreements

Despite the difficulty of getting new men and the consequent temptation to recruit agents already under contract, quite a few general agents and managers take a "try and get 'em" attitude as far as the danger of losing any of their own men is concerned. They aim to keep their agents so well sold on that particular agency that no baseball-player contract or gentlemen's agreement among general agents is necessary to induce loyalty.

"It starts with selection," one manager said in this connection. "We don't hire any one but 'regular guys,' men you'd be glad to work with. That is 99 percent of the battle. You've got to have morale—agency spirit, a feeling that fair play controls, that all are treated alike, and that there are no favorites."

"The agents should have the feeling that their manager is even with or a step ahead of the general procession, that he gives them the last minute information on anything that's going on in the life insurance business and that he is doing everything possible to help them. They want to feel that the manager knows his business as well as or even better than they do. They like to feel that they are working with rather than working for the manager but they still want the realization that they have a real leader."

"Men like the feeling that their manager can sell and is sufficiently on the firing line to demonstrate that he can. This doesn't mean going out every day to help an agent on a case but the agents know that the manager is not kidding them and consequently they are not going to try to kid him."

"The attitude of the manager will be reflected in the energy and spirit of the agent. A good example is a lot better than good advice."

Another manager feels that when he has done his best to keep his men satisfied there is no sense in worrying about proselytizing by others.

"If I'm going to lie awake nights, I'd rather be thinking how to sell some more personal business," he said. "And you can't let your agents get the idea that you're worried from a selfish point of view whether they quit or not. You have to appear nonchalant—take the attitude that if an agent locates a really better job you'll help him get it."

"In general, a busy agency is a happy agency. That means you need contests, not only as a means of stimulating production but to have something going on that everybody can be interested in. If a man doesn't respond, find out what is the matter with him. Maybe there is something physically wrong with him and he doesn't know it. Perhaps financial worries are dragging him down more than he realizes. Perhaps there is something wrong with his prospecting or approach system."

Even if the intercompany non-proselytizing agreement were to be enforced and observed 100 percent, most agency heads would not feel comfortable to rely on it to prevent them from being lured away to apparently greener pastures. It is generally recognized that if a man is dissatisfied and feels he can do better elsewhere it is better for him to make the shift unless he can be thoroughly resold on his present connection.

Tampa Managers Banquet

The Tampa (Fla.) Life Managers Association will hold its annual banquet Friday evening of this week. C. W. Whitehead, manager Peninsular Life, is president; E. F. Ross, Independent Life & Health, vice-president, and Haden

Stewart, Industrial Life & Health, is secretary and treasurer. The entertainment is in charge of T. C. Cross, Prudential and C. C. Gillespie, Life & Casualty, chairman of the program committee. O. W. King, manager Gulf Life, heads the attendance committee. Dr. John Sherman, president Tampa University, is to give a talk. W. M. Christensen of Atlanta, southeastern manager of THE NATIONAL UNDERWRITER, will speak on "Your Job and Mine." About 300 agents, managers and superintendents and their ladies will be present.

Recruiting Suggestions Are Given by J. P. Carroll

PITTSBURGH—Sources of contact for recruiting insurance salesmen were outlined by J. P. Carroll, superintendent of agencies of the Lincoln National Life at a meeting of the Supervisors Club of the Pittsburgh Life Underwriters Association.

Men who have gone to college and heads of business extension courses or night school may suggest recruits. Ordinarily the man who avails himself of educational facilities practices self denial to gain his ends, is sincere and earnest and is trying to get ahead.

Another source of recruiting information is the hotel manager in a small town who becomes acquainted with the energetic salesmen who serve his territory and gets to know their abilities.

Watch for little publicity items concerning salesmen who are advanced in their business or receive special recognition for attaining their quota, said Mr. Carroll.

Supervisors should not become panicky or hurried by home office pressure to bring more new men into the field, but they should take their time, keep a file of prospective agents and work out selections by a process of elimination.

Duff Los Angeles Speaker

W. M. Duff, president of the Edward A. Woods Co. agency of the Equitable Society in Pittsburgh, was the chief speaker at the luncheon of the Los Angeles Life Managers Association.

Mr. Duff reviewed some of the past activities of his agency and told about some of its plans for 1938, in the form of agency meetings for all the various units in his territory.

Basic Conditions Sound

FORT SMITH, ARK.—Basic financial conditions in the United States are sound, and the country's economic progress has been halted by fear, James A. McLain of New York, executive vice-president of the Guardian Life said here. Mr. McLain has been with Frank F. Weidenborner, Jr., superintendent of agencies. They attended a testimonial dinner here for John M. Andrews Sr., who has been with the company for 25 years.

Notable Achievement of the Office Employees

A notable achievement in 1937, according to W. M. Duff, president and manager of the Edward A. Woods Co., Pittsburgh, was the production of the office employees of his agency. Some \$1,096,918 was written and paid for by clerks, stenographers, etc., who, in addition to their regular office duties, found time in the evenings to roll up this excellent record.

The record was made possible through good organization methods. M. B. Collie, assistant manager, who has an outstanding personal production record, had under his direction four team captains, under whom were divided the office boys and girls. The Woods Company is an agency of the Equitable Society.